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SAN FRANCISCO, CALIF.
1924

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

OL. I | JULY 5, 1924 | No. 1

LUNCHEON

Tuesday, July 8th, at 12.15

Price 60 Cents

Speaker

DR. MATILDA HUNT

Subject

Housekeeping in India as Told by an Anglo-India Woman.

Reservations must be in not later than July 7th.

KEARNY 3416

THE "BIG" POSITION

One of the most serious problems we have to al with is that of assisting the woman who has cupied an executive position to start over again ıen circumstances throw her back into the ranks the untrained or average worker and in com- tition with the eager enthusiasm of youth.

Such a situation is apt to come to any of us, man woman, but it is harder when it falls upon a oman, for the reason that her field is more lim- ed. The business world is not yet a fifty-fifty oposition, and in the executive field the ratio is w indeed. As a matter of fact, real executives e rare, regardless of sex, for an executive is a rson who not only is willing to accept responsi- lity, but who is possessed of vision and the cessary faith and energy to bring that vision to lfillment—a tolerant, understanding, patient per- n, working that each day may bring its full easure, with faith that in time to come there ill not only be the harvest, but the reapers.

Consequently, most of us who call ourselves cecutives dispute our statements by our very in- bility to see the opportunities that lie waiting to e dug out of apparently unattractive and uncon- genial surroundings; our very fear of demotion proclaims lack of confidence in our ability to again attempt the climb; our feeling [illegible] constant dwelling in the past, prevents or [illegible] forth the effort necessary to snatch victory from the present.

We would not advise any one to sell their services cheaply, but we have no fear of the outcome when real ability finds an opportunity, no matter how unpromising the outlook.

There are always good positions waiting for the right people, there are always good people waiting for the right positions; the problem is to bring them together, and it strikes us that this is peculiarly the function of the Business Women's Clubs.

Know your membership—Club and Federation see that they know you, so that when the opportunity comes, the right work and the right persons may be brought together. Once our Clubs gain a reputation for supplying highly competent helps from the ranks of their membership, their co-operation will be sought when real opportunities are available.

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MISS MAE J. SHANNON ..... *Advertising Manager*
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Her topic, as announced in this Bulletin, is to be "HOUSEKEEPING IN INDIA." There is always a fascination about India. To the average person it appeals as the country of adventure, mystery and mysticism, and we will be unable to get away from this idea entirely; even with such a subject as "Housekeeping," we know there must be something different, interesting and delightful about housekeeping in such a land.

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MIRACLES

We are all flattered by an unconscious tribute to our ability, but even the charm of subtle flattery fails when to support it we are called upon to do the superhuman.

For this reason we would most earnestly impress upon you that Mrs. Reed is our caterer; she takes a certain pride in filling that post creditably; she wishes us to feel that she is giving service, and bending every effort to give satisfaction.

But it is apparent that some of our members are under the impression that Mrs. Reed is not only a cook, but a conjuror; they attribute to her super human powers. Not only do they expect her to produce the rabbit from the hat at 11 a. m., but they want it fried and served at noon; not only must a leg of lamb be plucked out of space at 10:30, but it must be properly cooked and served at 12:15. At least, that is what we demanded of Mrs. Reed at the luncheon of Tuesday, June 24th.

Twenty-five reservations Monday night, forty five reservations at 11 a. m. Tuesday, sixty-one people sitting down to lunch at 12:15. The only thing that saved the situation was that Wednesday, being Butchers' Day and all markets closed meat for the two days was ordered on Tuesday morning.

We do not like to turn down reservations, but it is impossible to provide for such a situation. With the issue of this paper, cards will no longer be provided for reservation purposes; you must write your own card or telephone, and reservations must be in the Monday preceding the meeting. Why not make a standing reservation, with the understanding that you will cancel it if you are not coming?

We want you to come; if you have not been coming lately, you have missed some most excellent programs, and we do not like to have you miss them, but we must devise some way of getting reservations in. What suggestions have you to offer?

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BREAKFAST AT 10:00

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A get-together breakfast, to which thirty sat down, started off the day, and enabled all to get pleasantly acquainted. Judging from the laughter, every one was having a good time. Mrs. A. H. Brace and Miss Grayce Redman were the cooks, and they are "some cooks." You ask any one who was there, but they draw the line at shirred eggs. To be sure, we advertised "eggs any style," and you could order them any way you wished, but somehow or other they always arrived, "sunny side up." Marie MacDonald Jensen, Oristella Taber, Eleanor Walters and Clotilda Gabriele, all of the San Francisco Club, formed the service corps, and no one was kept waiting unduly.

Chico, Sacramento, Stockton, Oakland, Berkeley

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We were again favored by Miss Dorothy Shelton with some delightful violin solos, and we are deeply appreciative of her generosity, of which we have availed ourselves on several occasions.

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1924 - v.2, no. 52,
Jan 2, 1926.

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Chico, Sacramento, Stockton, Oakland, Berkeley, San Francisco, San Jose, Palo Alto, Modesto, Bakersfield, Pasadena, Los Angeles and San Diego were all represented. The President, Mrs. David Fraser, of San Diego, presided, calling the meeting to order at 12 noon.

It was an interesting and enjoyable day, and we all had a better understanding of Federation work and Federation spirit when we adjourned at 4:00 p. m.

COMMON SENSE IN THE CARE OF THE BODY

This was the subject given us by our speaker, Dr. Jennie Spencer, of Los Angeles, for the noon meeting of June 24th, and the office boy, when preparing the copy, was sorely tempted to change it to its maximum "pulling" power, for, of course, such a discussion would touch upon diet, and "dangerous curves," and we think there is but one subject more popular today, and that is "bobbed hair." However, we followed the copy, stifling our sense of publicity values, and regretting that we didn't have some interesting things to tell about the doctor. We can tell them now; she was most charming; her talk was indeed a common sense talk; it comforted those forced to consider the "stylish stout," when purchasing fine raiment, brought satisfaction to the ones who still retain their "girlish figure," although desiring to exchange it for a more mature type; and took some of the conceit out of the ones who feel that great self-restraint-diet, corset and everything else, has kept them a "perfect 36." Good common sense, straight from the shoulder talk, well and interestingly delivered.

We also had as our guest, Mrs. Jackson, Secretary of the Macon, Ga., Business Women's Club, whom we persuaded to give us a few words of greeting. Mrs. Jackson came West to attend the summer school of the University of California. We hoped she was going to stay with us, but the course she desired necessitated her going to Los Angeles to attend the Southern Branch of the U. of C.

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SPEED

The other day a man traveled with the sun—something that even a few years ago would have been considered impossible. We are traveling at such a tremendous speed now, conditions change with the comparative rapidity of the camera's shutter; but one lesson is being driven home, and that is, nothing is impossible.

I wonder if we fully realize what this means; if we understand how closely the progress of civilization hangs upon communication and transportation? What are we preparing for that we move so quickly these days, that we take in one leap what relatively required a century to accomplish in the past? You who are so self-content, so anxious that we should live unto ourselves, so positive that we must steer clear of "foreign" entanglements, can't you read the handwriting on the wall? What matters our desire to keep aloof when each day the peoples of the world are being drawn more closely together? Of what weight is our wish for isolation, when every move we make adds to the ever-lengthening span completing the bridge of communication between nations? It is a tremendous force that hurls us forward to our destiny; accept it and travel with it or be broken by it—we cannot stop it.

Three cheers for Mrs. Henry Landes, acting Mayor of Seattle. Spring house cleaning having apparently been delayed in that burg, she decided to do it herself at the first opportunity, even though it was a little late in the season. Probably the Mayor will return in time to stop it before all the furniture has been moved and the closets cleaned out; still she has disclosed sufficient dirt, so unless the citizens are unusually calloused to its influence, they will rest uneasy until the job is completed, and possibly they will make sure that the next time there will be no danger of interference with her plans.

First thing we know they will be passing a law prohibiting bobbed hair on the grounds that it is a serious menace to industry. The hairpin industry has appealed to the Department of Commerce for help; their business is being ruined. However, the gain to the hardware industry should offset this, because woman has lost the handiest and most effective tool ever invented; she could do stunts with a hairpin that would necessitate the aid of a tool chest if brother did the work.

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VOL. I | JULY 12, 1924 | No. 2

Weekly Program

575 Market Street — Phone Kearny 3416

At The Club Room

DINNER

Tuesday, July 15th, at 6.15

Price 75 Cents

Speaker: **MRS. RUBY REMONT**

Subject: **Character Analysis by Handwriting**

Reservations must be in not later than July 14th.

VOCATIONAL PLACEMENT

In the matter of Vocational work, is it not possible that some of us are inclined to consider it merely in the light of a non-fee employment agency proposition? This is, however, not the prime function of a vocational department. The work should be more of a careful and thorough study of the employment problems that may be brought forward by the members, by a committee that has been carefully selected not only from the viewpoint of the industrial and commercial experience of its individual members, but for the more vital reason of their sense of values and their gift of understanding.

We are not all good judges of human nature; many of us are very unobserving outside of matters that particularly appeal to us; a few of us are inclined to be a little sob-sistery and permit our feelings to be worked upon by the plaint of the applicant who complains of lack of "chance" or opportunity; and none of us are of sufficiently broad experience to see the solution of all the varied problems that come before us. For that reason the Vocational Committee in a Club should be not limited as to numbers or term of office.

It is the function of the Vocational Committee to help their fellow members solve their vocational problems, and to try and bring together the woman and the position where such a need exists; and with proper co-operation among the membership work of incalculable value in this direction could be performed, but the most important thing is to see that the right person and the right job are brought together, and not the act of merely filling a position.

Ordinarily the term "to build" in our minds conveys the idea of construction; we feel that one who builds is doing constructive work, but there is one kind of building that is most destructive to the hopes and progress of the average worker, and that is the wall that is built by our inability to see opportunity, by our insistence that there is "no chance." Experience leads me to feel that there is always a chance. I have seen it develop so often out of the most discouraging of propositions. The lack of "chance" or opportunity is due to the individual's lack of interest or unsuitability for the particular niche in which he or she happens to have landed. If you drudge and lack confidence, there is no chance; if you work and have confidence, you have all the opportunities required for success. There is a great deal of difference between drudgery and work, and a vocational department, even though it helps but one person a year to escape from drudgery and find their work, will have amply justified its existence.

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Daily luncheons are served except Saturdays. This service includes a special luncheon, a la carte or short orders.

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OUR SPEAKER

We believe it was Emerson who said, "What you are speaks so loudly I cannot hear what you say," and in so saying he had in mind the visual reflection of personality.

But it doesn't do a bit of good for us to attempt to conceal our characteristics by resorting to the pen, if the party we are addressing is Mrs. Ruby Remont; certainly she has an all-seeing eye, and even a disguised chirography will betray you.

The writer had the pleasure of hearing her some two years ago, and can assure you that she not only has an intensely interesting subject, but a most delightful way of presenting it. Do not miss the opportunity to hear her.

"It singeth low in every heart,
We hear it each and all,
A song of those who answer not,
However we may call."

To our member, Mrs. Suzanne Gomez, in the loss of her son, and to our Mary Baker, in the loss of her father, the membership extend their sincere sympathy.

We have three expert hair cutters, artists in their line at
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PLATFORMS

By the time this goes to press, two concoction of verbiage termed "platforms," and containing the usual amount of piffle, will have been presented for the consideration of the dear voter, and the usual farce-comedy called a presidential election will be under way.

We are wondering if the time will ever come when a body of men and women will get together and write a platform of just two planks, as follows:

1. We will faithfully fulfill the duties required of us by our oath of office.
2. We promise that during our term of office we will not pass any more useless laws.

What a wonderful place this country would be to live in with a party in power elected upon such a platform and honestly attempting to carry it out! They would be so busy attending to business that they wouldn't take up the taxpayers' time with stupid speeches; and, not being handicapped by precedent, something worth while could be accomplished.

However, there is no use figuring on miracles; we can expect to see old conditions continue. Men will always be promulgating laws with the idea of legislating by some easy route industrial peace and prosperity, regardless of the fact that nature wrote the first law long ago and her laws are not subject to referendums or reversals—she will deliver the goods when you are willing to pay the price, and not before.

"Big business" will be attacked; "trusts" will be righteously assailed; the laborer will be provided with the usual election halo; we will "point with pride" and "view with alarm," and when the situation gets ticklish we will camouflage by loud patriotic outbursts with reference to our "glorious banner," shed a few tears for our "noble boys," and so bridge the gap. Why change? The male voter has swallowed this sort of bunk for ages; to the politician it is hardly credible that the woman voter will demand a change of diet; that is self-evident from the platforms. But oh! if she only would!

Baltimore has decided that the mere act of marriage on the part of a woman teacher does not automatically constitute a resignation from the teaching staff. "The world do move."

Johanna Heim is on the way to Honolulu. When she comes back she will be wanting the Glee Club to sing Hawaiian songs.

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YOUR CLUB

What is the purpose or objective of your Club? How many times are members asked that question, and what is the answer? We doubt if the answer is always the same, because it is quite possible that the "purpose has never been definitely formulated into phraseology," in which event whatever appeals to the individual would largely determine the reply.

First and foremost, the purpose of all Business and Professional Women's Clubs is that intangible something that results in a pleasant personal contact, leads to firm friendships, and surprises us by the realization, when the need calls it forth, of how closely we have become welded together in the service of the common good.

A Club is a business; a Club membership is an investment in that business; but the investment entailed is more than a mere item of dollars and cents; in fact, there is no more disappointing Club investment than one based entirely upon financial expenditure.

If you desired to put your money to work you would not attempt to accomplish this end by placing it in a safety deposit box; yet that is what is done when you merely complete the first step of Club investment, viz., the payment of dues. Your Club is a civic enterprise; it requires a greater investment than dues; you must invest yourself, your interest, your service.

There is much work to be done in every Club, and the first bit of work that requires attention is that of attendance. Attend your Club; if its program does not appeal to you, then make known your wants. Possibly you have just the suggestion many others have been groping for; just the idea that will more firmly intrench or consistently advance your Club as an important unit in the civic program of the community. There is great satisfaction in solving such a problem.

We are glad to welcome Mrs. Sweesey back to the Square Round Table. We missed her while she was gone, and she certainly was good to look at when she returned. She had a wonderful trip East.

Our Ida M. Lord has also gone East on an extended trip. We should have a Travelers' Night in the Fall, when all the wanderers return, and give a prize for the one who had the most exciting adventure, and also for the one who gives us the best travelogue.

Fancy Blouses, Street, Dinner and Evening Gowns a Specialty

Every Garment Built Under Careful Supervision and Satisfaction Guaranteed

MADAM LOUISE KURTZ

2283 Broadway, at 23rd St.

Telephone Lakeside 8117

If you are interested in pictures
You are interested in

CAMERA CRAFT

A photographic monthly
15 cents a copy—$1.50 a year

Camera Craft Publishing Company
703 Market Street, San Francisco

1921 — 1924

The Women's Banking Department

of the

BANK OF ITALY

is celebrating the third anniversary of its establishment.

We are giving a type of banking service of special interest to business women.

Central location
Convenient hours
Make this your Bank

Come and see for yourself or write for details.

Market, Powell and Eddy Streets
San Francisco

WANTED

Work for Men. We have deserving men, old and young, skilled and unskilled

Phone Graystone 1400

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Pleasure in Every Taste

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THE
MARGARET MARY MORGAN CO.

Engraving · Printers · Publishing

619 California Street

San Francisco — Douglas 4633

KEM-SAL

Invaluable for Rheumatism, Tired Feet and Aching Muscles when used in the bath.

Whitney Chemical Co.

544 Market Street — San Francisco

THE BUSINESS MEETING

Our business dinners are truly the get-together meetings of the Club. Once we used to shy at them, we will admit, but now the attendance is growing steadily, as we have learned not only their importance, but the fact that they offer a better chance for really getting acquainted with our fellow Club members than our other meetings.

We missed our Glee Club at the July first meeting. We desired to sing, and not having the Glee Club, we attempted it ourselves, with varying results. Miss Grunsky did nobly at the piano, but somehow, the piano and our voices never did seem to get in tune or in time. Nevertheless we enjoyed it, but we trust the Glee Club will make a special point to be there at the next business meeting.

Considerable time was devoted to the discussion of the matter of making reservations. This is, and always has been, quite a problem. We all realize that there are times when members would like to attend, but are unable to make reservations in time for some legitimate reason. In such cases we wish to have them feel free to come; therefore, it is rather difficult to so regulate matters that any penalties provided will affect only those who are careless. It was the sense of the meeting, particularly in view of the fact that we are discontinuing the sending out of cards, that a dinner and luncheon list be prepared, to be signed up by members who expect to attend regularly, and unless they phone they will not be there, preparations will be made to care for them. These lists will be called "Permanent Reservation Lists."

Also, we are considering taking a leaf out of the book of some of our business brothers, who have attempted to solve this problem by setting aside a table designated as "The Cow's Tail." Any member who does not make a reservation must not only pay a fine of ten cents for failure to do so, but must be seated at this table and take "pot luck." In other words, some way must be provided for protecting those who made their reservations promptly, and it looks as though this plan might enable us to do so.

Any other suggestions dealing with this troublesome problem will be welcomed by the House Committee.

The report of the Chairman of the House Committee, Mrs. Charlotte MacCuaig, indicated the painstaking care that she has brought to the solving of the problems of this department, and the thoroughness with which every possibility for its improvement has been studied. Indications are that the change in management will not only work the economies needed, but result in a more varied and attractive menu and better service for our members.

The Membership Committee reported the following members passed in June:

Mrs. S. L. Kinports, Manager Sheppard Service Bureau, 724 American Bank Building.

Miss Laura A. Gleeson, Secretary to the Collector of Internal Revenue, 2254 Fulton Street.

Miss Gisele Berton, with the American Tobacco Co., 232 Tenth Avenue.

Miss Ida Brady Wilson, Sales Department, New York Life Insurance Co., 1328 Hyde Street.

Miss Kathryn F. Hunck, 540 Ellis Street.

Miss Grace Upton, Manager Cornwallis Apartments, 248 Taylor Street.

Miss Grace P. Wood, Sales Manager, Red Rock Cheese Co., 478 Jackson Street.

Finances are, as is to be expected at this period at low ebb, and it is necessary that we call upon those who are delinquent for their co-operation to the extent of now making prompt remittance.

Below we give the report of the House Furnishing Committee, and in this connection would call attention to the two signs which they recently had placed at the door. These have proved most excellent advertising; business women, particularly those not so well acquainted in San Francisco, note them and come up to inquire as to the Club, its requirements, possibilities, etc.

The Square Round Table was holding a hectic session last Tuesday noon; it was hectic because we had visitors present, who had dropped in to size us up preparatory to joining our ranks. Upon such occasions, like the proverbial "angel child," we are usually seized with a desire to be unduly facetious.

"Speaking of sales," said Miss Lois, desirous of admitting our hearers to the secret of all our iniquitous practices, "isn't it about time we raffled off something new?"

"Surely," came back the chorus, "what shall it be?"

"My husband," said the bride; "he ought to bring a good price per share."

"Not so," replied Helen, "he's second hand; have to have something new. What's wrong with him, anyhow, that you are willing to donate him?"

"Nothing; he's a good sport, and is willing to sacrifice himself for the good of the cause."

"We are rather skeptical about sacrifice sales but we'll think it over."

"Changing the subject," said D. Miller, "you know there isn't really so much news value in 'Why I Never Married'; if they want a real live subject they should come around and ask some of us why we never married again."

"Hear, hear," said the Chorus.

"Do you know what I'm doing?" remarked L. Palmer; "I am writing a book."

"What on? Loves of the Past?"

"No, nothing like that. This deals with the immediate present. It is called 'The Upkeep of the Bob.'"

And thus, having restored the conversation to normal channels, she quietly departed.

MARQUISE BEAUTY SHOP
(Lenna Mary Abernathy)
Marcelling, Haircutting, Shampoos, Water Waving, Hair Dyeing, Facials
Specials
Face Peeling, Superfluous Hair Removed
1031 Market Street
Hemlock 2885

VIOLET C. MARCHUS
NOTARY PUBLIC
611 Phelan Bldg.
Garfield 1391

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | JULY 19, 1924 | No. 3

Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

At The Club Room

LUNCHEON

Tuesday, July 22nd, at 12.15

Price 60 Cents

Speaker: **MR. B. F. McCLATCHEY**

Subject: **Our New Declaration of Independence**

Reservations must be in not later than July 21st.

Existence Is A Struggle

None of us like to be preached at, and we usually side step the sermonizer at every opportunity, but there are some sermons that we can't escape, and because they have been so forcefully preached to the writer the past week, and are so vital to every woman, and so heartsickening when you cannot see an immediate way out, I am going to pass them on.

The subject of the first one is PREPAREDNESS. This has nothing to do with the "late unpleasantness," or with gunpowder or death-dealing engines, but it has to do with preparing for the war of life. Existence is a struggle; it is no use disguising the fact by Pollyanna platitudes; it is a struggle, it is good for us that it is, for if we accept it in the right spirit it will make us, if we enter upon the contest in a fretful and discouraging mood, it will break us.

"Victories are won by those who bravely meet
Sorrow with faith, and do not fear defeat."

The greatest weapon in our armament is fearlessness, the weak spot in our armor is thoughtlessness; the thoughtlessness that blinds us to the necessity of preparedness.

Every woman, no matter how prosperous she may be, should give thought to the need of so developing her talents that she may not be thrown helplessly upon the world when unforeseen disaster forces her to seek some gainful occupation.

Every woman, no matter how satisfied she may be with her present employment, how admirably she may consider herself situated, should give consideration to the moment that may come when she finds it necessary to seek new connections.

Be careful not to limit your activities so that you in turn are limited to a narrow and overcrowded field of endeavor.

Do not neglect the tools that served to open your way in the business world, i. e., the machinery of commercialism, stenography, typewriting, bookkeeping, etc., simply because you feel that you have risen above them. Rather seek to keep yourself informed at all times of changing conditions in these fields, because you may need them again to re-enter the lists when circumstances again force you on the field.

Do not let over-confidence lead you into careless ways that permit your tools to rust and your armor to become useless against the day of need, or you too, will be preaching your sermon of helplessness and hopelessness into the ears of some one who would gladly help, but whose hands are tied by your very unpreparedness.

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny 3416*

Subscription rate .....$1.00 per year
Single copies ..... .05

DR. SUSAN HARRIS HAMILTON.....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

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House Committee.....Charlotte S. MacCuaig
Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership .....Louise O'Hara

OUR SPEAKER

At noon, Tuesday, July 22nd, we are to have an opportunity to hear the new Emigration Law discussed, under the title of OUR NEW DECLARATION OF INDEPENDENCE. The speaker, Mr. B. F. McClatchey, of the *Sacramento Bee,* states that he will devote most of the discussion to the ineligible alliance clause. Considering the various discussions pro and con, editorially, now being devoted to this subject, and the tireless efforts in certain directions to have the restrictions lightened, on the score of shortage of labor (cheap labor), this is a most timely subject, and one upon which all business men and women should be informed. In view of the recent statistics on unemployment in this country, it would look as though the parties basing their opposition to the emigration law upon this feature will have to soft pedal for a while.

The American Farm Bureau Federation have recognized the importance of women on the farm, by including both men and women in their home and community work this year.

We have three expert hair cutters, artists in their line at
COSGROVE'S HAIR SHOPS
360 Geary Street, San Francisco
815 Clement Street, San Francisco
2331 Telegraph Avenue, Berkeley
Established 28 years
MR. & MRS. A. F. COSGROVE

FOR APPEARANCE AND COMFORT

By K. B. COSGROVE

If your hair is bobbed, use this opportune time to give it the needed care. Brush your hair night and morning, using a clean brush and stroking upward on the scalp. This will not remove the wave, but improve it.

Your hair should be bright and glossy. To attain this, use henna leaves prepared by pouring one quart of boiling water on one ounce of Egyptian Henna. Let steep half an hour for brown hair. For blonde or drab hair, use Chomilin steeped as above.

A proper kind of brilliantine, lightly sprayed on, will give the hair a glossy look and yet not make it greasy.

You will improve the appearance of your hands by improving your nails. Avoid dead cuticle by using your nail brush twice a day and anointing the matrix with cuticle salve at night.

The use of a good massage cream vastly improves the skin of your face. Cover the cushion parts of your fingers with cream, rubbing upward and outward in a rotary motion. Remove the first cream and anoint again, removing the surplus with a soft towel or absorbent paper.

For foot comfort, use the following:
Two quarts of warm water.
One tablespoon Sal Soda.
Soak fifteen minutes. Gratifying results will be obtained by using cocoa butter on the soles night and morning.

DR. MATILDA HUNT

When Dr. Hunt finished her talk at our last luncheon, we had only one regret, that was the time limitation that a luncheon program makes necessary. She was a delightful and interesting speaker, and we certainly hope to have the opportunity of hearing more of her story at a future date.

INHERITANCE

"At times," said Agnes, "you seem to be manly enough, and then at other times you're absurdly effeminate. Why on earth is it?"

"Eh—ah—heredity," Edgar answered.

"Heredity?"

"Yes. You see, half my ancestors were men and the other half were women."—S. F. *Call.*

449 Mason St. Cor. Post. Prospect 892
ANNA S. HUNT
GOODWIN CORSET SHOP
Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

WE ARE GETTING TIRED

It is just one thing after another. What is the matter with Americans anyway? Or is it that we have too few Americans, too few capable of independence of thought and action, possessed of ability to think clearly, and too many who have sought shelter within our gates, so close to the old world bondage of the ignorant, and her shackles of conservatism, that the road of progress is clogged?

We are held up on the street corners and even in our very homes; handicapped in industry by foolish economic laws, denied the right of freedom of contract and the liberty to labor; bond slaves of class and prejudice and victims of political twaddle and demagogic yapping.

We are getting eternally tired of this continual attempt to divide us into classes, with each little group trying to legislate a little bit of heaven for themselves, to the exclusion of the other fellow.

And we are heartily disgusted with the groups that designate themselves as capital and labor and spend the time passing the buck for the hopeless industrial muddle that will prevail until they realize that they simply have got to live together, and that any misfortune visited upon one must of necessity be visited upon the other.

You cannot legislate prosperity and happiness, because nature has provided for that in her own way and by her own laws, and any political candidate that promises to procure results by this method either is not giving very much thought to the matter or is quite convinced that you are not.

We are tired of bunk, disgusted with demagogues, and suffering from too much law, and poisoned with class hatred. There is only room in this old United States for one class of people, good American citizens, all working together to make this a land of real freedom, and not a land of bondage due to the stupid attempts to secure by legislation what can only be obtained by service.

Brisbane very aptly hit the nail on the head when he stated in reference to Congress granting women full equality, "Various kinds of stupidity and superstition will fight against that. Some object to the suggestion that women have full property rights—now denied in various States; others will resent violently the suggestion that women have the 'care and custody of children whether legitimate or illegitimate, and control of earnings and services of such children.' If a man educates a bull pup, teaches it to bite strangers, roll over, play dead, etc., it is HIS pup. When a woman creates a child, raises, nurses it and teaches it, it ought to be her child. Some old religions taught that woman had no soul. Progress is slow."

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You are interested in
CAMERA CRAFT
A photographic monthly
15 cents a copy—$1.50 a year
Camera Craft Publishing Company
703 Market Street, San Francisco

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We are giving a type of banking service of special interest to business women.
Central location
Convenient hours
Make this your Bank
Come and see for yourself or write for details.
Market, Powell and Eddy Streets
San Francisco

WANTED
Work for Men. We have deserving men, old and young, skilled and unskilled
Phone Graystone 1400
ASSOCIATED CHARITIES

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FINE SHOES
Sole Agents for
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OAKLAND
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Phone Lakeside 5531
SAN FRANCISCO
228 Powell Street
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THE
MARGARET MARY MORGAN CO.
Engraving · Printers · Publishing
619 California Street
San Francisco Douglas 4633

KEM-SAL
Invaluable for Rheumatism, Tired Feet and Aching Muscles when used in the bath.
Whitney Chemical Co.
544 Market Street San Francisco

JULY 29TH

We are planning for this evening a "JINKS." It is to be in the nature of a surprise to a certain extent, and the array of talent involved assures its being a success. Our Glee Club and Dramatic Section will participate, yes, even members of the Dancing Class will do their share, and numbers of our other members are being called upon. Owing to the stage settings necessary, we have decided not to hold a dinner that night, as we wish to have our room so arranged that all may see and hear and enjoy the fun. A special letter, giving further details, will be sent to the membership.

Our members will be pleased to learn that Mr. A. F. Cosgrove has so far recovered that he has left the hospital and is able to be up and about at home. He has had a long and severe siege, but now has every prospect for speedy return to his usual good health.

Cards have been received by some of our members which indicate that our Amy Sharp has reached Paris. She is having a delightful trip, and we are going to have an equally delightful time enjoying it when she returns to the Square Round Table and tells us of her adventures.

Gertrude Mowder, Nettie Libbing, Ida J. Lord and Nettie Smith, are now "returned vacationists."

Twenty-six Equal Rights bills were introduced by the Woman's Party in the Maryland Legislature last year. One of the most important, the Teachers' Equal Pay for Equal Work Bill, was passed.

Brice Belden, M. D., says: "The 'weaker sex' doctrine has received some hard jolts at the hands of investigating scientists, who have discovered that there is no difference in the strength of men and women due to sex as such."

Our daily luncheons are served a la carte, enabling you to eat as much or as little as your appetite and diet rules permit. Mrs. Reed offers a variety of salads; waffles and coffee may be had if desired, or eggs "any style."

Business Mothers

Place Your Children Where You Can Come Home to Them at Night

MRS. FRANCES A. WRENSHALL

1133 Taylor St. Franklin 4365

Fancy Blouses, Street, Dinner and Evening Gowns a Specialty

Every Garment Built Under Careful Supervision and Satisfaction Guaranteed

MADAM LOUISE KURTZ

2283 Broadway, at 23rd St.

Telephone Lakeside 8117 OAKLAND

DR. EDITH M. HICKEY

CHIROPRACTOR

66 Geary Street

Rooms 22-23 Hotel Graystone

Hours 9 to 6

Sundays, Holidays and Evenings By Appointment

Telephone Sutter 6082

ASK

Mrs. Grace F. Powell or Jean C. Moore

about the Stationery Department of

THE BOOK SHOP

474 Sutter Street Kearny 5991

Phone Prospect 212 or 213

OWL TRANSFER CO., Inc.

OWL MOVING AND STORAGE CO.

Baggage, Freight, Pianos, Furniture Transferred, Stored, Packed and Shipped

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Marcelling, Haircutting, Shampoos, Water Waving, Hair Dyeing, Facials

Specials

Face Peeling, Superfluous Hair Removed

1031 Market Street

Hemlock 2885

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OSTEOPATHIC PHYSICIAN

291 Geary Street **San Francisco**

Phones: Office Kearny 4680

Residence Bayview 6875

FRANCIS FLORAL CO.

437 POWELL STREET

Your Hostess will appreciate a gift of Flowers—it will be the truest token of your thoughtfulness

SPECIAL BOXES

$1.00, $2.00, $3.00, $5.00 and $7.50 each

Phone Douglas 4041-1132

Mention the B. & P. Women's Club

VIOLET C. MARCHUS

NOTARY PUBLIC

611 Phelan Bldg.

Garfield 1391

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | JULY 26, 1924 | No. 4

Weekly *Program*

575 Market Street — Phone Kearny 3416

YOU ARE SUBPOENAED TO APPEAR

in the case of

The San Francisco Business and Professional Women's Club

VS.

MARGARET MARY MORGAN

Who is to be tried for contributing to the support of the **Hair Pin Trust**

In the Court Room of Judge Jennie L. Hoyle, 575 Market Street

Tuesday Evening, July 29th, at 8 O'Clock

Attorney Harriet P. Tyler, *The Defense* — Attorney Arline B. Cavins, *The Prosecution*

In addition program numbers will be given by the Glee Club, Dancing Class and Dramatic Section.

Admission Fifty Cents — **Light Refreshments**

The Second Sermon

And the second sermon shall be upon THRIFT, lthough I wonder at my temerity, for who am I, o preach upon such a subject, even though I have he excuse that it was first preached to me, and his is merely passing it on.

We have never been known as a thrifty nation, or thrift, like many other valuable habits, is born f competition; when your opportunities are lim-ed and it becomes necessary to husband your re-ources, then thrift, in its meanest sense, is thrust pon you, be you man or nation.

During the war-time period much space was iven to the matter of thrift and the importance f savings, but with the signing of the armistice ıany threw off the self-imposed restraints and em-arked on an even more wildly extravagant era ıan before. The lesson had not been driven ome; there was a weak point in the thrift cam-aign; they had emphasized too strongly the im-ortance of thrift as a practice made imperative y war, and failed to impress upon this nation ıat the lack of thrift, or a true understanding of ıe conservation of material energy, was an in-arent weakness in our economic armor, and one ıat must be remedied, war or peace prevailing.

We, whose livelihood comes of our own efforts, should learn the value of small savings; better still, we who have not learned this lesson until late in life, should bend every effort to impress it upon the young business girl just starting out in the commercial world; it should form a part of the program of every Club.

In olden days when competition in banking was limited, and the banker a haughty and mighty individual approached with hat in hand, and spoken to humbly, one felt that their small savings were not desired. Now the situation has changed, the people realize as well as the banker, that banking is a service, that depositors are customers, and that no amount is too small to make the start.

It is remarkable how rapidly small systematic savings increase, but it is nothing to the feeling of satisfaction derived when you know that you have something more than your current salary to meet the emergency that comes sooner or later. Learn to use the service your bank offers you, plan your economic freedom. Remember that there is one business you are in whether you want to be or not, and that is the business of promoting and financing yourself. We all aspire to positions where we will direct and promote other people's business, and the very best training for this is to learn to make a success of the business of YOU.

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Reception.....Matilda J. Shimpf
Membership .....Louise O'Hara

FOOD FOR THOUGHT

William K. Miller, writing in the National Income Tax Magazine on the new revenue law, calls attention to the fact that the reduction of $400,000,000.00 in taxes does not mean that Congress will stint itself. Oh, no; not at all; it merely means that the program of liquidation, by which the Treasury has been paying a billion dollars a year on the national debt, an amazing and wonderful accomplishment, will be reduced at least one-half. This is not good business; it is bad for a man not to pay his debts when he has the money, and, of course, the longer he waits the more he must pay in the long run.

"There is one feature in this everlasting price argument that does not get the attention it deserves. That is that business built entirely or mostly on price often has a very shaky and risky foundation. After all the two elements that count for the most in making a success in selling, are quality and service."—*Printers' Ink.*

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360 Geary Street, San Francisco
815 Clement Street, San Francisco
2331 Telegraph Avenue, Berkeley
Established 28 years
MR. & MRS. A. F. COSGROVE

ADVERTISE!

I believe it was Emerson who said: "If a man preach a better sermon, write a better book, or build a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door."

The above is the greatest treatise on advertising that was ever written, and yet directly it says nothing about advertising, still indirectly it is making the broad assertion that work well done cannot be hidden, that the satisfaction of those who have benefited from service well rendered is never silent; that the very object itself speaks so loudly it cannot be denied.

There is too great a tendency in business to try and sell by publicity instead of advertising. Perhaps I am a little radical in my idea of what constitutes publicity and what advertising, but I have always held that what directs attention is publicity, but the manner of the service you offer, and the workmanship and quality of your product, constitute advertising. It is an unspoken but audible, nay, clamorous message of failure or success, of worth or worthlessness, of genius or mediocrity.

Hold your publicity man down to facts; don't permit him to create a product that you cannot produce, or you will find yourself selling dissatisfaction, and that is something that doesn't bring any repeat business.

And sell your own goods; don't sell the other fellow's. Every time you say it is "just as good as ———" you are advertising the fact that there is a better product in the market that has proved your stumbling block, and your every effort to eliminate it by this phrase merely entrenches it.

Do your best, no matter how small the task or insignificant the looked-for return, because each service rendered, each article made, is your messenger.

MRS. RUBY REMONT

We had a most enjoyable evening listening to Mrs. Remont; in fact, her hearers were so interested that they began to take part in the program, and were in danger of missing some of the talk in their anxiety to prove for themselves some of the ideas put forth. Mrs. Remont has a splendid philosophy and a delightful humor which is a combination hard to beat.

Alice Dienst is leaving for a vacation in her home town, Minneapolis.

449 Mason St. Cor. Post. Prospect 832
ANNA S. HUNT
GOODWIN CORSET SHOP
Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

AGAIN PROHIBITION

Dr. Nicholas Murray Butler is reported as saying that every one talks of booze, and there is nation-wide nullification of the prohibition amendment. Josephus Daniels states that "Prohibition is here to stay," and calls attention to the fact that despite money, and presumed power, the liquor interests could not make a dent in the platforms of any party.

Old line politics and booze were blood brothers, and old line politicians will not have any trouble hearing conversations largely interlarded with this much-mooted question.

However, business and booze have parted company, and we believe that in this instance business is going to be stronger than politics, and booze is in the discard.

These propagandists who are going to such lengths to prove that woman does not want the ballot on the grounds that she votes about fifty per cent after a few years of suffrage, should explain to us why man votes in the same ratio after a lifetime of suffrage. According to their argument, no one wants the ballot.

We don't mind Adam picking on Eve; he has been doing it since the apple episode. If he ceased to do so we would begin to worry, because that would be an indication that he was becoming self-reliant and capable of standing on his own feet; but it is the simpering, light-headed, smug-faced, complacent exponent of selfishness of our own sex who derides as unwomanly the efforts of women to obtain decent living conditions for her children, and protect them from the exploitation that comes from civic rottenness as well as human greed, who makes us inexpressibly tired.

In re the reconsideration of the Daugherty ruling on income tax in connection with the California Community Property Tax law. This matter is now having the personal attention of Attorney-General Stone, and a recent newspaper report states "that a recent decision of the California Supreme Court has greatly strengthened California's contentions, but that the State Supreme Court has been so wobbly in its decisions on this question in the past, that the Department of Justice officials are hopeful that by waiting a few months longer another decision might come down more favorable to their attitude." Strikes us that is rather hard on our Supreme Court.

The Business and Professional Women of New York City have organized themselves into a body to be known as The American Women's Association, and are planning to erect an eighteen-story building, having one thousand hotel rooms for members, and containing all the latest features necessary to Club life.

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OUR JINKS

On the evening of July 29th our program will be in the nature of a Jinks. This will require some stage setting, and an arrangement of our seating capacity so that all may see and hear to advantage; therefore, we will dispense with our usual dinner.

Because of this, and further, because we feel that all members will gladly co-operate, if only to show appreciation of their fellow members who have sacrificed their play time this vacation period to provide this entertainment, we have departed from our policy which is adverse to the sending of tickets, and are sending each member two.

The court session will be preceded and followed by program numbers furnished by our Glee Club, Dancing Section and Dramatic Section; light refreshments and soft drinks may be obtained at the lunch counter in the court house.

Great excitement is in the air. Already there are hints of jury tampering, and an attempt has even been made to influence the imperturbable Judge; the only person calm, cool and collected is the defendant.

Difficulty is anticipated in securing the jury, because the defense feels that they can not secure an impartial trial with a bobbed hair jury, and the prosecution feels an unbobbed jury will be biased.

HOME TREATMENT

Mrs. Jiggins, who was reading a newspaper, observed to her husband that the journal contained an article entitled "Women's Work for the Feeble-Minded."

Now Mr. Jiggins was in a reactionary mood. So he grunted and said: "I should like to know what women have ever done for the feeble-minded."

"They usually marry them, my dear," replied Mrs. Jiggins sweetly.—*Philadelphia Public Ledger.*

THE EASIEST WAY

"Your boy Josh says he's going to town to seek employment."

"Yep," answered Farmer Corntossel, "I don't blame him. Everybody feels occasionally like gittin' away an' lookin' fur work 'stid o' stayin' where he knows it'll be waitin' fur him regular."—*Washington Star.*

WHEN SILENCE IS NOT GOLDEN

"The people have ceased to discuss those scandalous disclosures."

"I've noticed that," answered Senator Sorghum.

"Evidently they have decided to forget the matter."

"You can't always tell about things like that. When a man avoids a topic of conversation, it may mean two things: that he is no longer interested or else that he doesn't want to get any madder about it than he already is."—*Washington Star.*

A Republican is a person who thinks a Democratic Administration is bad for business; a Democrat is a person who thinks a Republican Administration is bad for business; both are right.—Prize-winning definition in a competition held by the *Baltimore Sun.*

Marie MacDonald Jensen is spending her vacation in a profitable manner by attending the Summer School for Commercial Secretaries at Stanford University.

Mrs. Lenna Abernathy is confined to her home with a serious spinal injury as the result of a street car accident.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | AUGUST 2, 1924 | No. 5

Weekly *Program*

575 Market Street — Phone Kearny 3416

DINNER AND BUSINESS MEETING

Tuesday, August 5th, at 6:15 P. M.

Price 75 Cents

Delegates to the Fifth Annual Convention California Federation of Business and Professional Women's Clubs, are to be nominated at this meeting.

Convention will be held at Bakersfield, October 9, 10th and 11th.

FAILURE

There was a little slip left on the desk asking if I would write about a failure. People do not write about failures—it is too difficult a subject. What constitutes a failure, or rather, where will you draw the line between failure and success?

Have you ever read the various articles on so-called successful men that appear with regularity in certain magazines? Some times they write them about women, but as they are mostly confined to persons triumphing over difficulties in the world of "gainful occupations," these articles are mainly about men, who naturally are in the majority in that field.

If you have read many of these articles you will be struck by the fact that the results termed "success" were invariably the outcome of failure. Not in all cases the failure of the hero or heroine of the story, but the failure of those upon whom the responsibility of their being rightly belonged. This being so, did they fail? Has not the harvest been bountiful even though the ground was unfriendly and the cultivation done amid discouragement? Did not the very failure to provide a friendly soil and tender care produce the strength that enabled the plant to shoot above its brothers raised in more fortunate surroundings? Therefore, could you consider the sowers failures when you contemplate the harvest?

I have an idea that what was wanted was an article on what we term the "down and outer," or the mediocre, the one who is just ordinary, making enough to exist on and content with that. But if they are content, are they failures? What is success anyway? I doubt if any two people have the same idea. The natural thought would be the possession of what we crave, that is what each individual craves; so the definition is doubtful, although the various articles on success lead me to believe that the common definition is wealth and power.

The world has need of many people of many minds; each stage of development must play its part. Still nature is generous with her opportunities, but she has her price, and will not extend credit. Some are content with little in the way of material benefits, but because of that, by what right do we conclude they are failures? After all, who knows what it is we are seeking, or what it is that drives some of us from one goal to another, and makes us feel that the more we accomplish the more we must accomplish?

I would say a failure was a person dishonest with themselves, because that is what they must be to lose the confidence of others, to be content to live idly upon the fruits of others' labor, or to spend time looking for the pettiness in human nature. Self, with a capital "S" spells FAILURE, even though that is the first letter in SUCCESS.

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Publicity ..... Jennie L. Hoyle
Program ..... Mrs. Eugene L. LeFevre
Reception ..... Matilda J. Shimpf
Membership ..... Louise O'Hara

THE CONVENTION

October 9th, 10th and 11th, the California Federation of Business and Professional Women's Clubs will hold their annual convention at Bakersfield. This is going to be not only an important meeting, but, judging from the tentative program, it will be more than interesting to the attending delegates and visitors.

A large attendance is expected, and it is the duty of each Club to do its share in this direction, and the San Francisco Club being one of the o est and largest in the Federation, is counted on for a goodly quota.

In addition to your Club President, on the basis of dues paid into the State, you are entitled to five delegates. The matter of selecting delegates is a serious one; the women you select are your personal representatives, and it is not only important that they go if elected, but also that they attend the meetings.

Select delegates who are in touch with the Club's activities, who are interested in its welfare, and who are also keenly alive to the need of organization, or organized effort, and the importance of all movements that affect in any way the woman engaged in gainful occupations.

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BOOKS

The Fear of Living, by *Henry Bordeaux*, published by *E. P. Dutton*, New York. Last edition, eighth printing in May, 1922. The story of the silent heroism of a mother. Silent for the most part, but no wit less keenly brave. The story is good, and is well translated from the French into English by Ruth Helen Davis. The story is good, but the preface is better; being a thesis by the author on the title phrase, "The Fear of Living," as seen in old civilizations and in old families, the key, to which, Mr. Bordeaux finds in the third Canto of Dante's *Inferno*, which pictures the "fate of the sad souls of all those who have lived without blame and without praise. . . . Neither virtuous nor vicious. . . . Dull, flabby, and soft. . . . Have not left memory of any personality. . . . They scarcely lived; *they were afraid to live.*"

My Antonia, by *Willa Cather*, published by *Houghton-Mifflin Company*, Boston and New York. Is a story purported to have been told by a worldly and very successful New York lawyer, whose rich and fashionable wife, through her marriage, has shaped the lawyer's worldly career, but whose inner life has been entirely stirred by the imagination of Antonia Shimerda, a Bohemian girl, whom he knew in his boyhood out on the Nebraska prairies. This is the most remarkable of all Miss Cather's excellent portraits of women, in its appeal poetically and vitally. The freshness and virility of the new soil of the prairies enfolds her as her personal drama is enacted before the mind of the reader.

One of Ours, by *Willa Cather*, published by *Alfred A. Knoff*, New York. The story of Claude Wheeler, a Nebraska boy who fails to find contentment in youth, in manhood. A man of superior quality but who is not fortunate in selecting a wife, and, therefore, continues to be unhappy. A very life-like story in which his wife finally leaves him to go to nurse her sister, who is a missionary in China, and when the late war breaks out, it is but natural that Claude's unhappiness would find its outlet in entering the service. It is a strong story, one of Willa Cather's best.

Heirs Apparent, by *Philip Gibbs*, published by *George H. Doran Company*, New York. An English story told by an English writer, but in the characters of Julian Perryam and Audrey Nye, is expressed the apparent unconcern for conventionalities and the determination of freedom from the

(Continued on Page 4)

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The valve of The Steam Whistle will be kept wide open, continually giving vent to the opinions of our readers. Articles should be as brief as possible and signed by the writer. Signatures will be withheld upon request. The Business Woman assumes no responsibility for opinions expressed through the colums of the Steam Whistle.

WHAT A WOMAN CAN DO

FELLOW MEMBERS:

Let 's get sentimental about ourselves for a few inches. It 's so easy when we have the help of nice sentimental men like dear old Dr. Frank Crane, who once in a while manages to "intrigue" our attention by making us the subject of the inches he has to write to fill his space.

What can a woman do? Well, "there are three things a woman can do better than any man can do them; three things so vital that the world 's pulses would stop and the world 's spirit would droop without them.

"These three things are Love, Management and Appreciation.

"In the first place the world 's most precious treasure, the immediate jewel of its soul, the last possession with which it would willingly part, is Love.

"It is no extravagance to say that Love belongs to her, and that without her this so great fire of the gods would fail upon every hearthstone.

"The second of her possessions is Management. Man thinks he manages, but he does not. He has strength as the horse has strength, but the woman has the bridle.

"It is a man 's duty to work, to create and to produce. In these a woman cannot cope with him. But he cannot preserve the result of his work, and his production and creation become wastage without the woman 's management.

"The third business of woman is Appreciation. Appreciation is the Bread of Life. It is the Vitamine of the spirit.

"Appreciation does not judge; it does not condemn; it does not punish. It understands."

Doesn 't that bring the tears to your eyes?

To one, whose ideal of *creative* work in the field of literature (business or otherwise) is that there is no excuse for anyone to plow a pen (or a typewriter) unless the stuff produced is worth the time it takes to read it, it seems awful that anyone should be getting rich writing much of the twaddle that special writers produce for the newspaper syndicates.

Yes—answering your assumed question—I *do* find the stuff in the BUSINESS WOMAN worth reading. And don 't overlook the advertisements, for we must remember that they make its publication possible. —L. M. W.

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BOOKS (continued)

technicalities of life as has been handed down to them from the Victorian age. Theirs is the same revolt which stirs the youth of all nations today. But in the end this same irresponsible couple "face up to life" just the same as have their forebears. Fearlessness to grapple with life's problem, the ability to meet and face issues, the strength of self-denial, has not been given out to one race nor one generation, but springs perennial from the soil and blossoms in its fruition in each succeeding generation.

The Cave Woman, by *Norval Richardson*, published by *Charles Scribner's Sons*, New York. Is a story of the beauty and egotism of a woman who allows nothing to interfere with her intentions and desires. What she wants she takes, whether it be wealth or love. She is a strange inhuman creation with the beguilements of a siren. The narrative of her campaign to acquire the handsome writer whom she has set her heart upon fascinates to a degree because of her cunning and power.

Haunch, Paunch and Jowl, an Autobiography, published by *Boni and Liveright, Inc.* Story of a boy born of Russian Jewish parents. . . . It is poignantly carried through Seven Periods. It is an interesting human document . . . sordid as life is sordid. . . . Out and up from the muck into the higher muck and at the end—"What is it all about?" What? Read it and see.

The Boy Grew Older, by *Haywood Brown*, published by *Grosset and Dunlep*. The story of a child who was deserted by his mother and brought up entirely by his father whose occupation was that of sporting editor of a newspaper. The distinction as to parentage and its psychological hold on the offspring is the basic theme. When the lad grew old enough to find his mother, the woman came to know that even in desertion she had not wholly freed herself from motherhood and its responsibilities.

Miss Johanna Heim writes us from Honolulu that she is enjoying her trip, that Honolulu is as beautiful as the picture post card depicted it to be.

A STICKLER FOR HONESTY

"Say, Rastus, cain't yo play honest? Ah knows what cairds ah done dealt yo."—*Voo Doo.*

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | AUGUST 9, 1924 | No. 6

Weekly *Program*

575 Market Street — B&P WC — Phone Kearny 3416

LUNCHEON

Tuesday, August 12th, at 12:15

Price 60 Cents

Speaker: **K. A. KENNEDY**

Subject: **Cornelius Vanderbilt's Ideals in Journalism**

MAKE YOUR RESERVATIONS EARLY

THE TEACHER

There was an article in one of the Sunday papers, lamenting the fact that men were no longer attracted to the teaching field, and inferring that the women had driven them out.

This in itself is an absurdity; women dominate, to be sure, but the work has been left to them because the remuneration, in proportion to the service, is so unattractive.

We select with great care the men and women to handle industry, in many instances requiring of them years of service and training before passing to them the responsibility of building for commerce, but we turn over to inexperienced children the task of building the human intellect, and pay more to an individual to construct a machine or keep a set of books than to perform the most vital of all human tasks—that of training the mind.

Real teachers are born, not made, and the amount of knowledge that one possesses does not insure ability to impart it. The best teacher must not only be able to comprehend the mentality of the pupil, but to view the lesson with the limited vision of the student.

Frequent are the complaints set forth as to the weakness of our educational systems and the incompetence of the pupils, but no serious effort is made to encourage the teacher with proper compensation. Were it not that so many really like the task, we would indeed be hard put to fill the demands on this profession. This is not in any sense a local condition, but a national one.

Great care is used in selecting the cook, but the nursemaid is often a matter of indifference; fabulous sums are paid individuals who can expertly and decisively bruise the human body, but a beggarly pittance is offered the man or woman called to heal human souls; throngs jam themselves into halls and pay attractive sums to learn how, by some mental gymnastics, they can "find" themselves and become possessed of miraculous ability overnight, but they would protest paying the same sums that their children might receive such instruction as to prevent it being necessary in later years to seek some quick method to gain the normal development denied them. Isn't it a sorry joke?

SPEND YOUR VACATION AT THE

FIFTH ANNUAL CONVENTION

October 9-10-11 — **Bakersfield**

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OUR JINKS

Over three hundred people filled our club room on the Evening of July 29th, when we put on a jinks which in the matter of time in preparation, maximum income for minimum of expenditure, attendance and publicity, broke all records.

Our glee club, although a number of their members were away, acquitted themselves splendidly. Enough of the dancing class were in town to have eight for the presentation of the two folk dances; four of the dramatic section read an exceedingly humorous skit entitled "Suppressed Desires," which was a sly dig at psychoanalysis carried to extremes; and our legal department covered themselves with glory in the presentation of the trial scene.

The Jinks was under the management of M. Dumas, and we know she will say that the success achieved was due to the splendid co-operation on the part of all asked to participate. Remember this is summer time, when many are away, then think of the attendance and the number taking active part, and you will realize how wholeheartedly every one worked for the success of this program.

Miss Clara Morgan of Bakersfield, Treasurer of the State Federation; Miss Helen Fisk, of Pasadena, President of the Pasadena Club and Chairman of the Research Committee of the State Federation; Mrs. Crocker of the Pasadena Club; Miss Amy Walker of East Orange, N. J., member of the Business and Professional Women's Club of Newark, were out-of-town visitors made welcome at our Jinks. Also Miss M. A. Acheson, teacher in the Washington Junior High School, Rochester, N. Y., was a guest at the Jinks. Miss Walker and Miss Acheson are attending the summer school at the University of California.

It is suggested that our next Jinks be a dinner and costume party, confined exclusively to members, and costume obligatory. Secrecy as to what each will wear to be part of the game, except where two or more wish to join in preparing a skit, because every one will have to do their part in providing a share of the program. Put your thinking caps on because this is in preparation, and promises a most delightful evening.

OUR SPEAKER

At our luncheon Tuesday, the 12th, we are to have the pleasure of listening to a talk on Journalistic Ideals of Cornelius Vanderbilt, by K. A. Kennedy, Manager of the Vanderbilt Newspapers, Inc. So many interpretations of what this subject embraces could be given, that we will not attempt to give any—you must come and find out for yourself.

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Dear Editor:

I was reading a report of a meeting held the other day by a club composed of both men and women in business, in connection with a coming exhibit, and noted with interest that they reported the attendance to be composed of "Manufacturers and Business Men."

As I attended the meeting, and noted a goodly number of the women members of the organization present, the reason for differentiating between manufacturers and business men is now made clear; it is quite evident that the women were all manufacturers.

That this must be true is still further emphasized by the fact that the project is one that would be unattractive to the exhibitors if it were not for the buying power of women, consequently they could hardly afford to ignore the presence of their best customers and supporters.

Still the merchant is rather careless at times. Not long ago curiosity led me to purchase a copy of a magazine that announced in bold type it was "A Weekly for Everybody," and when I turned to the editorial page to gain some knowledge of their policy, the leading editorial boldly announced that it was published for and in the interest of the American Boy.

Upon looking it over I was unable to find anything in it that would appeal to any normal boy, the stories were not such as would hold the interest of youth, and the advertisements in the main appealed to women, there were none appealing to boyhood. It would be well for the editorial department and the advertising department to get together, as it is not consistent to look for returns for your advertisers after slapping your customers in the face; and it is rather disturbing to have your own advertising announce one policy and your editorial department announce one decidedly at variance therewith—it is apt to breed distrust.

MADAME X.

1921 — 1924

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of the

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ACCOMPLISHMENT

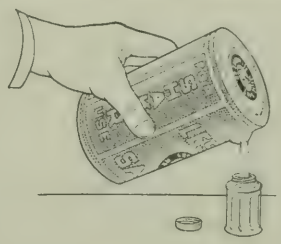
We went over to Oakland on August 2nd to attend the laying of the corner stone of the new building for the Oakland Business and Professional Women's Club. Into the little box was put a copy of the club history, the club roster, their constitution and by-laws, a copy of the first issue of the BUSINESS WOMAN'S HERALD, a Testament, and, as Mrs. Gustason was determined that both faith and superstition should be provided for, she added a rabbit's foot.

It was hot, but every one was happy, particularly when the announcement was made that 3,052 shares of stock at $10.00 each had been subscribed for.

Great are the joys of accomplishment, so great that there will be a tendency to forget the cost, to underestimate the effort required in the struggle against discouragements. Those who come after the sowing to reap of the harvest may lightly regard the faith and courage called forth to make possible this ceremony, because they were not of it, and they have not experienced the travail that comes when we seek to convert vision into reality.

We can wish our Oakland sisters nothing better than that the very force of their accomplishment will drive them on to even greater things, for there is no rest for the worth-while workers of the world, there is no time to be content with the past, for the goal is always just beyond.

What club member's hand is tabling this motion?



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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | AUGUST 16, 1924 | No. 7

Weekly *Program*

575 Market Street — Phone Kearny 3416

DINNER

Tuesday, August 19th, at 6:15 P. M.

Price 60 Cents

Speaker: **LILLIAN J. MARTIN, Ph. D., Consulting Psychologist**

Subject: **Psychology as Applied to Industrial and Professional Women**

Vocalist: **John Whitcomb Nash**

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UNCLE SAM'S PEACE HEROES

Uncle Sam has his heroes in peace-time as well as in war.

Records of bravery and of heroism equal to the deeds of daring performed by those patriots who have faced shot and shell of an enemy country are not lacking among the army of employees of the United States government. While the hardships encountered and the loss of life are not so great in numbers as those recorded in actual warfare, nevertheless, they bear mute testimony to the valiant service rendered by these faithful servants of the people, bent on performing the onerous and difficult tasks assigned them.

And the praises of these heroes are not sung in either prose or poetry. They are not broadcast throughout the land. There is no Congressional Medal of Honor bestowed on them; no decoration of any kind awaits them. There is not even so much as a citation for bravery and meritorious service performed in the line of duty.

But these faithful employees of Uncle Sam never complain. They are not seeking notoriety. They are being content to carry on their daily labors without thought of reward other than that which goes with the consciousness of duty fulfilled.

There is no class of employes of the government that face more actual perils of life and limb and are subject to more vicissitudes of the elements in their daily routine than some of the men who carry the mails over some of the more difficult of the star routes. These men are not paid salaries, but work under contract, awarded under the law as a result of competitive bidding. It might be said that they differ from all other government employees in that they fix their own salaries.

When it is pointed out that during the past two and a half years 55 carriers have lost their lives while in the performance of duty, it will be seen that the tasks assigned them are hazardous in the extreme.

There are star routes scattered throughout the country where "seas of mud" are considered of slight moment and where the perils encountered from ice packs and floes many times result in death or serious and permanent injury.

To the city dweller a reference to the mail men brings a picture of the gray-coated carrier who delivers his letters and packages unhampered to any great extent by wind or weather. But the denizen of the rural district thinks of him as the driver of a horse-drawn or motor vehicle, whose arrival is regarded as an event in the daily life of the occupant of the farm, putting him, as it does, in touch with the outside world and with his fellow man.

In January of this year Reinhold Dreahn, carrier on the star route between Buffalo and Murchison, South Dakota, fell a victim to duty. For several years Dreahn had been making twice-a-week trips between the two hamlets, encountering

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Reception ..... Matilda J. Shimpf
Membership ..... Louise O'Hara

all sorts of weather conditions, but never failing to carry out his part of the contract with the Post Office Department. He had started from Murchison as usual on a certain Saturday, and when he did not put in an appearance the next day at Buffalo, a search was made for him. He was found just one mile outside of town with both hands and feet frozen. He was dead when discovered and it is estimated he had been exposed to the intense cold for over sixteen hours. The theory advanced for his death was that, becoming exhausted from a hard day's work and while attempting to crank his car, he fell and was not able to recover his senses before he succumbed to the cold of the night.

Records of the Post Office Department show that among the most dangerous and difficult routes served by rural carriers and star route contractors are those extending from Newport to Otter Rock, Oregon; Ellison Bay to Detroit Harbor, Wisconsin; Rocky Bar to Atlanta, Idaho; and from Sandusky to Kelley's Island, Middle Bass and Put-in-Bay, Ohio.

On the Rocky Bar-Atlanta, Idaho, route, the service is performed in the winter season by carriers traveling on snowshoes, packing 50 pounds of mail. Not infrequently, carriers on this route have been caught in snowslides and swept to death. Only a year or two ago, a carrier lost his life in this way early in January and his body was not recovered until late the following June.

The routes from Ellison Bay to Detroit Harbor, Wisconsin, and from Sandusky, Ohio, to nearby islands must be operated over the ice in the winter and in the fall when the lake is frozen. During the spring thaw it is extremely difficult and hazardous to carry on the service. A number of carriers have lost their lives in endeavoring to transport the mails between these points.

Probably one of the most hazardous experiences that ever befell one or more of Uncle Sam's mail carriers was that of the Hitchcock brothers, carriers on the routes out of Sandusky. Some winters ago, while endeavoring to deliver mail to residents of some of the smaller islands in Lake Erie they were caught in a storm and running ice. They were carried down the lake by the resistless force of a drift in which they had become wedged. The carriers were given up for lost by the excited islanders. A cablegram wired to Kelley's Island read:

"Look out for the carriers; they are fast in the ice and drifting that way."

But the two men, after many efforts, were rescued. They were in an exhausted condition and so completely covered and weighed down with ice as to be helpless. Their caps were frozen fast to their heads and their clothes so loaded with ice that the wearers were unable to bend.

On arrival at home their friends were obliged to cut and tear away their ice-armored garments. After changing clothes a bushel of ice that had fallen off in the process was swept from the floor.

For several years George and Charley Morrison were employed as carriers on the Bass Island route. They, too, passed through many arduous and trying experiences, being the victims of many close calls from death. Out on the lake in all kinds of weather, with ice conditions of every description, they battled with storm, running ice, fog and blinding snow.

Formerly associated with George Morrison in the mail-carrying service was his brother-in-law, Carl Rotert. The two were unexpectedly overtaken by an accident which resulted in the drowning of Rotert. Among the articles carried in the boat operated by the two men was a long, unwieldy piece of metal. This in some way shifted, capsizing the boat. Morrison found himself struggling in the water. With great difficulty he succeeded

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in extricating himself, but Rotert was carried under the ice. His body was not recovered until late the following spring.

Henry Elfers carried the mails to Kelley's Island for over forty years. During that time he had many hair-breadth escapes and adventures galore.

"When I was a youngster," said Elfers not long ago, "I was out in a boat about all the time. Now I don't care for ordinary sailing, but battling with the ice has a fascination for me. As soon as the ice begins to form I feel eager to get out one of the ironclads and fight my way across. Each is a flat-bottomed skiff. There's a sail in the bow to carry us through the water or over the ice when conditions are right. There are two iron-shod runners on the bottom so the boat may be used as a sled. The sides are sheathed with galvanized iron. This is very important, because thin ice will cut a boat like a knife.

"From here to Sandusky is ten miles in a direct line and I go there when conditions are good. At other times I go to Marblehead, which is four miles away and the nearest point on the mainland. I have sailed these four miles over smooth ice in twenty minutes. I have covered the same distance in eight hours. That was when the ice was about an inch and a half thick and I had to break my way over every foot of the four miles. At times the lake has been covered with icebergs twenty to thirty feet high and I have had to travel fifteen miles in a roundabout course to reach Marblehead.

"In the winter of 1896 I started back from Marblehead with my son and we got to within half a mile of the island when we were caught in a blizzard. The wind blew fifty-five miles an hour. Snow filled the air so I could not see my son at the other end of our sixteen-foot boat. Our sail was torn to pieces and we battled with the blizzard four hours before we succeeded in reaching Marblehead.

"At 8 o'clock one night, I had almost reached the island when I found I could not land on account of running ice. I turned toward Marblehead, but lost my way in a fog and did not reach there until 3 o'clock next morning. Twice the life savers came out and got me when high seas and running ice made it impossible for me to land without their help."

The craft used by Uncle Sam's carriers to deliver the mails to these points on Lake Erie is a combination sailboat, rowboat, ice yacht and sled.

The star route from Ellison Bay, the northernmost postoffice in the Door Country peninsula to Detroit Harbor, Wisconsin, is one that is covered by carrier entirely by water, crossing the famous passage called "Death's Door."

During the months when navigation is open, that is, from May 1 to November 1, carrying the mail on this route is a comparatively safe occupation and free from difficulties. It is during the winter period, however, from November 1 to May 1, that the carrier has more than a man's size job on his hands.

But let the postmaster at Detroit Harbor tell his own tale:

"The chief difficulty encountered while crossing Death's Door in winter," he says, "is drifting ice fields. The ice bridge that forms in extremely cold weather hardly ever remains for more than a few days at a time. It is speedily dissembled by

(Continued Next Issue)

1921 — 1924

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We are giving space in this issue of the BUSINESS WOMAN *to telling a portion of the story of that part of the government service which does so much to make business possible—the postal service. It is such a universal service that we accept it unthinkingly, and give little heed to the individual human effort and human sacrifice that make it possible.*

At our last meeting the following names were placed in nomination as delegates to the Fifth Annual Convention, California Federation of Business and Professional Women's Clubs, to be held in Bakersfield, October 9th, 10th and 11th: Nell W. Palmer, Arline Cavins, Clotilda Gabrielle, A. H. Brace, Camilla Morgan, Jennie L. Hoyle and Lillian Palmer. Five are to be elected. It was discovered that not only was Bakersfield Miss Cavins' home town, but that she was a member of the original group from which the present Business and Professional Women's Club of Bakersfield was formed. Surely it is most fitting that we send her to Bakersfield to join her old club friends in helping to make the coming convention a success.

RESOLUTION PASSED

WHEREAS, the President of the California Federation of Business and Professional Women's Club, Augusta L. Fraser, has definitely announced that she will not be a candidate for re-election; and

WHEREAS, it is customary to alternate the presidency, which would mean this year preference would be given to a candidate from the northern section of the State, and therefore several representative members of southern Clubs have requested that Z. Clements, our Vice-President and State Chairman of Publicity, permit her name to be submitted to the Nominating Committee as a candidate for the office; therefore, be it

Resolved, That the San Francisco Business and Professional Women's Club express their gratification at the honor shown their member, and state that they endorse and heartily support her candidacy; and further be it

Resolved, That a copy of this resolution be sent to the Chairman of the Election Committee and the Chairman of the Nominating Committee, and to the various Clubs of the Federation.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | AUGUST 23, 1924 | No. 8

Weekly *Program*

575 Market Street — Phone Kearny 3416

LUNCHEON

Tuesday, August 26th, at 12:15

Price 60 Cents

Speaker: **PROFESSOR RAYMOND L. DITTMARS,**

Assistant Curator Department of Mammals New York Zoological Gardens

Who will have something interesting to tell us of the fads and fancies of the Zoo's people.

MAKE YOUR RESERVATIONS EARLY

THE SNAP POSITION

By Z. Clements

To you who are just starting out in the business world, if you have one wish or one prayer to make, let it be that you may be delivered from the "snap position," particularly when starting out.

If the first position you hold keeps your nose to the grindstone, exacts much and gives little, demands versatility and calls for great patience, you are fortunate, even though you damn the fates that landed you there.

You are learning; the lessons learned are not dependent upon your application to books, and are not later explained to you by a competent, or incompetent, as the case may be, instructor, they are forced upon you whether you will or no, by the world's greatest instructor, EXPERIENCE, and even though you do not realize their import at the time, or grasp the fact that you have absorbed them, nevertheless you have and later they will bear fruit.

First, they will sharpen your wits and develop your ingenuity, they will fit you for the next task which will be lighter because of the first. Second, they will teach you appreciation, so you will value association with an institution that endeavors to deal fairly with its employees as well as with its customers.

It is strange how many firms have "company manners," and save everything in the way of cooperation, courtesy and honesty for their customers, overlooking the fact that it is just as important to ladle out these same commodities to their organization, if they wish to establish reciprocal relations, and this is quite necessary for the success of any enterprise.

And it is also a misfortune to fall into a "snap position" in later years, because it is so easy to rust out. This business of earning a living is a game or a battle, whichever way you may look at it, and in any event it means keeping in constant training if you wish to win.

It is pleasant to take things easy, and after years of strenuous effort perhaps you feel entitled to the rest, but don't do it unless your bank account is overweight, because you are always facing the eventuality of having to unexpectedly seek new connections, and preparedness is most truly the price of happiness in this particular battle.

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FIFTH ANNUAL CONVENTION

October 9-10-11 — **Bakersfield**

California Federation Business and Professional Women's Clubs

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Membership .....Louise O'Hara

PAYING FOR IT

We want, and need, good schools, well trained and well paid instructors; completely equipped hospitals, efficiently manned, for our unfortunate; well paved streets, and good roads. But all these things cost money, and this money must come from taxes.

Investment in the above projects of the taxpayers' dollars, could and should, prove profitable, but the uncertain human element is what plays the mischief with things.

Ancient customs and ideas on the part of the general public as to the perquisites of public office; the failure of each individual citizen to realize that city money, or government money, comes from one source, and that any loss or betrayal of public welfare is for his or her account and not for the account of an intangible personality designated as the city, the State, or the Government; has led to carelessness and inefficiency in the main in the administration of public affairs. Therefore, the costs are so great that instead of proving an investment these things so greatly to be desired, are apt to prove a liability. It is a great problem, but will only be solved when the citizens awaken to the realization of individual responsibility in the handling of civic affairs.

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DRAMATIC SECTION

The next regular meeting of the Dramatic Section of the Club will be held Tuesday evening, August 26, at 7:30 p. m., at the residence of Miss Clotilde Grunsky, 2472 Union Street. Those planning to attend should endeavor to bring with them copies of either "The Great Adventure" or "The Second Honeymoon," both by Arnold Bennett.

SPEAKING OF THRIFT

I wonder whether any of you ever noticed that dollar which our member, Holly Todd, the photographer, has hanging in a frame—just as though it were a picture—over the desk in her studio? One were a picture—over the desk in her studio. One day I asked her, "Why?"

"Oh, it's a reminder," she said. "Some years ago I bought some stock which was to make me rich; recently I received as my part of the salvage five dollars. I framed one of them—as a reminder. Now when temptation offers, I look at that dollar and say, 'Never again!' "

It is estimated that, in round figures, one billion dollars a year is lost in the country at large in just the way friend Holly gained her experience (and some of the rest of us ours, no doubt). This seems a pity when there are so many ways in which to save money without running the risk of "being done."

Argentine and Brazil have been trying to produce prosperity by law; Brazil by regulating exports of coffee so as to maintain a satisfactory price for the growers, and Argentine by decreeing a minimum price law for meat. Brazil is still carrying on, but the accumulation of carry-over stocks means a problem that will soon have to be reckoned with. It took only a few months for the Argentine government to find their law disastrous and discard it. What an awful lot of time humanity wastes trying to perform miracles!

At a meeting in Cleveland recently, the business men attending applauded heartily the speakers who urged that tax burdens, State, city and Federal, be reduced. Then delegates from this same meeting went to Akron to a meeting of the Ohio Good Roads Association and cheerfully passed resolutions urging increased taxation for road work. Evidently the gentlemen have figured out a way to have your cake and eat it too.

Harriet P. Tyler is leaving this week for a trip to New York via the Panama Canal route.

Mae E. Barr and Bell Banz are enjoying their vacation in Western Canada.

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Uncle Sam's Peace Heroes – *Cont.*

hifting gales and currents. Sometimes this break-p occurs so suddenly that the carrier is caught ut on the ice with his horse, sleigh and mail. It s at these times that the proximity of the U. S. oast Guard station at Plum Island is a Godsend. ne such incident took place some few years ago. he breakup occurred while the carrier was trans-orting the mail to this side over the ice with orse and sleigh. The ice became so thoroughly roken up that in a very short time the carrier ound himself on an ice cake barely large and eavy enough to hold him and his equipment. The oast Guard crew, having noticed his plight, came o the rescue. They succeeded in getting a line ut to the carrier and then towed the whole cake ver the solid ice and the carrier was enabled to alk onto more solid ice and thereby reached the ainland.

"When the carrier cannot find solid ice on which o travel he usually resorts to his motor launch. his he has conveniently moored inside the edge f the heavy ice with a channel cut away to open ater.

"Here he may have to buck new ice for long istances and travel through slush ice which will e eight or ten feet deep and oftentimes impassa-le. In such circumstances, he has to return and eek out new openings in the ice fields. Some-imes his boat is caught in drifting ice fields and arried out into Lake Michigan and forced to stay ut over night. He must find suitable landing laces on either shore during the winter, as all ccess to docks is often cut off. Then the carrier ust land along the beaches wherever the surf will ermit, anchor his boat in deep navigable water nd ferry the mail in to shore in a rowboat, then arry the mail bags over the ice banks and hum-ocks to the waiting team on land.

"Another mode of carrying the mail is by the se of the ice boat. The carrier attaches ropes to he gunwales forward and hauls the boat along he ice like a sled. When open water is encoun-ered he launches the boat, takes his place at the ars and pulls for the other side. This sounds xceedingly simple to the uninitiated, but the dif-eulty comes when attempting to launch the boat rom the edge of the ice. Naturally, there is a ide belt of slush ice and small cakes caused by e seas pulverizing the outskirts of the ice floes. ometimes the seas are so heavy that they will ash the small boat back on the solid ice. At her times the cakes that comprise this belt of roken ice are too heavy to row through. When his happens the carrier leaps out on the cakes and olding onto the gunwale of the boat pushes it ong toward open water, leaping back into the oat when his footing has disappeared.

"The wonder of it all is that there are not fre-uent drownings, but I know of no loss of life hile carrying mail across Death's Door. Natu-ally, with all these difficulties to overcome, there e periods when the carrier is unable to cross.

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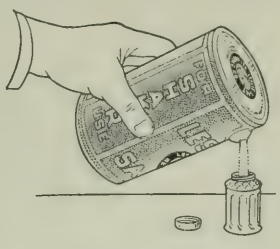

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quite frequently for five or six days at a time. During these delays, mail is piling up at the Ellison Bay postoffice, making it quite a problem for the already overworked carrier as to how to transport such a large volume of mail with the means at hand. These periods of non-mail delivery are trying to the one thousand inhabitants on Washington Island, since the parcel post system affords the only means in winter to procure supplies, medicine and other commodities. These conditions will continue to exist as long as the mail is transported along the surface of the water. Perhaps the airplane will solve the problem in the future. Why not?''

The carrier who supplies mail on the Newport-Otter Rock route in Oregon, immediately on the Pacific coast, is up against many difficulties and hardships and many times takes his life in his hands in order that the patrons on the route may receive their letters and packages. The carrier is compelled to travel down the beach at low tide. If for some reason the incoming tide catches him before completing his trip, he must either abandon his team and the mails and climb the rocks or be dashed to pieces against them.

The most expensive star route in the United States is from Price to Vernal, Utah. It is 121 miles long and for the fiscal year ended June 30, 1923, the cost of maintaining it was approximately $96,700. As high as twenty or more tons a day of mail matter—mostly parcel post—are handled over this route.

The longest routes are from Two Harbors to Grand Portage, Minn., and from Midland, Texas, to Lovington, New Mexico. These routes are each 143 miles in length.

Sadie A. Rooser, First Vice-President of the Business and Professional Woman's Club of Salt Lake City, was a visitor at our Club rooms August 15th.

Z. Kathleen Ayers has just returned from Glacier National Park. Mrs. Ayers made the trip with the Sierra Club and learned at first hand the pleasures of hiking eighteen and twenty miles at a stretch.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | AUGUST 30, 1924 | No. 9

Weekly Program

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DINNER AND BUSINESS MEETING

Tuesday, September 2nd, at 6:15 P. M.

Price 75 Cents

Election of Delegates to the

Convention

California Federation Business and Professional Women's Clubs

Bakersfield, October 9th, 10th and 11th

CHANGE

By Z. Clements

Funny how afraid we all are of a change, how much time and paper we waste, how much valuable thought, warning each other to cling to the safe and sane paths of conservatism, to beware of upsetting things; to cling to the evils we know rather than chase after those we know not of.

You would think the world never was so awry as at the present moment, judging from the printed word; yet history reveals the fact that there is more respect for human rights today than ever before. We have more means of communication, it is more difficult to hide the daily history of our time than it was even thirty years ago, and as 'news'' is always the untoward, we are apt to judge wrongly.

Anything new in human thought or ideas is usually promptly stamped ''radical,'' and many rush into print or to the platform to assail it; but if you look backward you will find that the radical of fifty years ago is the conservative of today. Some one always has to go ahead and set the mile post for the next frontier line.

Those who sigh for the ''good old days'' do not know what they sigh for; they were just as turbulent and upsetting in their time as today—it is only forgetfulness that clothes them with the glamor of peacefulness.

''The world do move,'' you cannot stop it; travel with it or go down before it. Nature is more radical than we ever dream of being; she slips the mountains into the sea, whirls the things that encumber the earth into space, pushes up new continents from the ocean's bed, and creates new streams and valleys as she splits the earth asunder. And the day after she smiles serenely, and the business of living goes on as usual. We learn a little from each upheaval, we learn better how to meet the next one. How dependent we are one upon the other! How puny and inconsequential we are before her forces. Then time brings forgetfulness; again we begin to swell with our own importance, the self-righteous again assume a ''holier than thou'' attitude, and presume to judge; we take unto ourselves the power of life and death, and waste our time trying to dam the streams of progress because their way is not our way. But through it all the pioneer goes calmly

(Continued page 2)

SPEND YOUR VACATION AT THE

FIFTH ANNUAL CONVENTION

October 9-10-11 — **Bakersfield**

California Federation Business and Professional Women's Clubs

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny 3416*

Subscription rate .....$1.00 per year
Single copies ..... .05

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DR. SUSAN HARRIS HAMILTON.....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

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Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership .....Louise O'Hara

Change—*Cont.*

ahead, pushing forth into the field of new ideas and ideals, setting the mile posts for the next advance, serene in a faith that no abuse or misunderstanding can shatter, for which the Lord be thanked.

Dr. Hamilton is exceedingly anxious to inaugurate a series of membership talks at our business meetings. For instance, a member who has established her own business or profession, would give a talk worked out along the following lines:

(*a*) Why this particular venture was undertaken?

(*b*) What qualifications did you possess which led you to believe you would be successful in it?

(*c*) Is this business or profession a goal in itself or is it simply a preliminary to something else?

(*d*) How did you establish your trade or clientele?

(*e*) Give a short explanation of your work.

There is nothing arbitrary about the above outline, it is merely a suggestion. We would like to know what the membership think of the idea.

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Our member, Dr. Lillien J. Martin, certainly gave us a most enjoyable talk at our last dinner meeting. The Doctor is looking forward to the day when the Business and Professional Women's Clubs of the State will adopt as part of their fixed program, the task of looking after the employment problems of their membership and the community, as they relate to the employment of women.

Vocational placement and research work has been one of the most important features of the Federation's program, but the work is very much in its infancy. Like all other things, it requires funds; the necessary service and equipment cannot be obtained for nothing. The necessary funds will be obtained just the moment that business women realize how important is the work of organization, and how helpful and enjoyable it really is when we rightly enter into it. Of course, Dr. Martin is particularly interested in the psychological development of this department, but she is also interested in the department as a whole.

The object of a true vocational department is to help others find themselves; not to serve as a crutch to the weak or the indifferent, but to direct them into channels that will change their indifference to interest, and replace their weakness with strength.

The whole program of the Federation is one of education, and is necessarily slow, but each year we progress, and we are looking forward to the day, which is most surely coming, when our membership will be the most powerful organized body of representative womanhood, engaged in worthwhile work, in the State.

More than 300 towns and cities in the United States operate under the city manager plan, but until Cleveland adopted a city manager charter the first of the year this method of handling municipalities was confined to cities of less than 200,000 population. Most objectors have contended that it would not work out successfully in a large city, so the outcome of Cleveland's experiment is watched with a great deal of interest.

In Belgium the Socialists are opposing women suffrage on the ground that women will only double the number of reactionary votes; while in Switzerland the so-called conservatives oppose it, claiming that suffrage will usher in a vicious era of Bolshevism. Apparently a case of any port in a storm.

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WHERE IS THE FAULT?

How is it that some who go through the grammar school, high school, and college, pass creditably all along the line, walk into the world's school—Business—and with the first task attempted demonstrate that they lack the slightest idea of the practical application of the knowledge they have acquired? And it is a peculiar fact that the greater the opportunity for education, the greater the indication of lack of thought.

Where is the fault? Is it with the various instructors, the individual, the school or the home?

The boy or girl who stops before completing an ordinary education usually does so because finances will not permit of more time being spent in the school room. Undoubtedly to get that far has been a struggle, but the struggle has meant, where there is any inclination at all to progress, a better mental development when it comes to bringing into play ordinary common sense.

A commercial course can teach you the fundamentals of accounting. Practice will make you proficient in typing, and a little study will master the mysteries of the pot hooks that make up a shorthand system. Yet all this knowledge is utterly valueless if you are not trained to think, and if you do not bring your thinking to the task in hand.

With a good foundation of common sense, proceed to apply the principles you have learned to solving the problems in hand. Every business is different, therefore only the fundamentals can be taught in the school; observation will teach you application when you actually get into the field.

A stenographer who mechanically takes and writes dictation may do so perfectly, but she will never be a good stenographer; half the time the dictators will insist they never said what is written, and other times, although perfect of diction, costly errors due to lack of memory or lack of information, may creep in with disastrous results.

School is never ended for the ambitious pupil; the whole world is a school, and there are new lessons every day. If you are interested you will acquire the joy of learning and the fruits of knowledge, which mean success; if you are not interested, undoubtedly you will be one who later wails about "no chance."

But going back to the opening question. It has never been answered. Is it not possible for some one to start a school in which a large amount of time will be devoted to teaching the pupils to use their heads; not in cramming them full of knowledge, learned parrot wise, but in making them dig out their own knowledge? We do too much thinking for the student—let him do his own thinking.

At our last Tuesday dinner we had as guest Mrs. Myra Hume Turin, of the Honolulu Business and Professional Women's Club. Mrs. Turin was en route home from the convention of the National Federation of Business and Professional Women's Clubs, which she attended as a delegate from her Club.

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RELIABILITY

There is an article in a recent magazine about the rise, by superhuman effort, from ignorance and poverty to power and influence, of a man and wife who formed a true partnership—and the woman struck the keynote when she proudly stated that "Dan always has done what he said he would do." How long do you suppose she could have carried her share of the burden were it not for that faith, guaranteed by experience, in his unswerving reliability? How far do you think he could have traveled were it not for the fact that he always kept his word even to himself?

We are too careless with our words; in the enthusiasm of the moment, and sometimes in cowardice, we glibly make promises, overlooking the fact that we are one dependent upon the the fact that we are each dependent upon the other, and until time has tested and proved otherwise, that word so lightly given is taken and builded in as the keystone, perhaps, of a great plan—a plan that has taken much from the builder, a plan that means much to others.

And when the keystone is withdrawn and the structure comes tumbling down, what of the price that the workers must pay, and what of the price that you must pay? For you cannot destroy without being destroyed, and when the time comes, as it comes to all of us, when you must build with the faith of others, your structure is weakened because of its lack.

There is no characteristic quite so important in the business world as this one of reliability; there is nothing that proves a greater asset in your own building for the future. Therefore, be exceedingly careful of your promises; when given a task, take pride in doing it well and promptly; it is one method of advertising human service; human service is what you have to sell.

Anita Harris Ludwig is making an extended trip East. She will return via the Canadian route, stopping at Lake Louise and Banff.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | SEPTEMBER 6, 1924 | No. 10

Tuesday, September 9th

ADMISSION DAY

Club rooms will be closed.

FOURTH ANNUAL EXPOSITION

Californians who pride themselves on their nowledge of the State will find at the Fourth nnual California Industries Exposition new ıeets of industry to explore. The purpose of the xposition is to develop the industries of Califor-ia, and to broaden the vision of California's tre-endous producing power. Besides being an in-ntive to industrial development, it is most inter-ıting and instructive to the individual.

The success of the Industries Exposition each ear has demonstrated the demand for such an ıdertaking; it is a non-profit community enter-rise designed to progressively serve the State in e offering of its resources, and will occupy the ivic Auditorium, San Francisco, October 18 to ovember 1.

Food will be one of the largest exhibits this ear. This industry annually yields over $11,127,-98 in canned fruits and vegetables, and the same nount in canned fish. Fancy foods and con-ctions are valued at over $11,000,000, and mis-llaneous field crops are valued at over 350,000,000 annually; in fact, California is said to be the main source of supply for the canning and dairy products.

Industries of the State representing an investment of about $50,000,000 with exhibits of the floor to the value of nearly $1,500,000 will be shown according to the space already reserved by the manufacturer, producer, civic organization, commercial institutions and governmental departments this year, and indicates the wide-spread interest in this notable achievement and unanimity of purpose in showing to the world what California has and what she produces.

Every type of industry has responded to the call of this big civic undertaking, and all inquiries relative to space or displays should be sent to General Manager Anthony A. Tremp, Flatiron Building, San Francisco.

There is a fascination about a show of this kind that draws the interest of the public to it. The people come to see the exhibits, the gay colors and artistic trappings of the various booths draw the interest of the public, and they are impressed as no other form of advertising could impress them.

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Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

S. O. S.

(With apologies to "Marcheta")

Dear member, dear member, our treasurer's calling,
She says that your dues are now due;
Our Club needs the money for rent and expenses,
And payment depends upon you.
Her life will be harassed with bills and with statements—
Each day find her more and more blue;
But if dues are paid promptly, her woes will be lessened,
Dear member, she counts upon you.

Dear member, dear member, 'tis then you will see her,
Her sweet face with pride all aglow;
"No members delinquent; all dues are paid promptly,"
Not like the old days long ago.
Pay promptly, dear member; pay promptly, we beg you;
If a check is received from each one,
Your heart will be lightened, a warmth will surround you,
For you'll know that your duty is done.

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FALL CLASSES IN WRITING

Gilbert Weigle, of the editorial staff of the San Francisco *Examiner*, will continue as instructor of journalism, magazine and story writing for the extension division of the University of California. The schedule for the Fall classes to be conducted in Room 342 Pacific Building, San Francisco, will run weekly, starting on the following dates:

News and Editorial Writing	Tues. 7-8	Sept. 2
Supplement and Syndicate	Tues. 8-9	Sept. 2
Magazine Story Writing	Wed. 7-8	Sept. 3
Magazine Story Writing	Wed. 8-9	Sept. 3

Instructor Weigle is to be congratulated upon the success of many of his pupils of the past whose stories and articles are now appearing in some of our best publications.

ADMISSION DAY

A small voice from the corner of the office has tentatively suggested four times in the past hour that "we really ought to have an article on Admission Day." We ought to, but how do you expect one who is not a Native Daughter to do the subject justice?

Wouldn't it be a dreadful thing if we had no occasion to celebrate Admission Day—dreadful for the rest of the United States to be deprived of our glorious company, and sad for us because we couldn't be happy even with our manifold advantages were the Stars and Stripes not flying from our flag poles?

It was a great day for California when she was admitted to the Union, but it was also a great day for the Union when California joined its ranks. Personally, it was a great day for the writer when she finally discovered that no place else held the same charm for her as the Golden State, and the particular little corner in it called San Francisco and so she celebrates a little Admission Day all of her own, when chance entered the game and turned her steps towards the west instead of the east coast of this country.

It is a great State; within its borders can be found all varieties of climate, all variations of scenery—hills, valleys, mountains, plains, lakes, rivers, seas—all the fruits of the soil, and mineral wealth untold—almost sufficient unto itself, except that we reap the most enjoyment from that which we share with others; therefore, we welcome the world, and seek to have a perpetual Admission Day to its peoples that they may come and share our hospitality or play a part in the making of our future greatness.

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ARE YOU GOING?

Are you going to the Convention? Perhaps you haven't given it much serious thought as yet. The time is getting close, and all Clubs should make a concerted effort to insure a big attendance of their membership. The way to understand what the Federation is, what it is doing, and what it is capable of doing; the way to become a real part of it, is to attend the Conventions. If you attend once you will go again; also you will get the true Federation spirit, and that will mean real Federation progress.

We have work to do, and we wish to accomplish it, as business women should accomplish it, in a businesslike manner. We haven't any time to waste resoluting and talking of what we would like to see done; we want to do it, do it quickly and efficiently, but this can't be done if we have to spend most of the time telling you what the Federation is, and what the work is, because you are so far away from it that you know too little about it to be interested.

You will find the Convention interesting; you will also find it enjoyable. It will broaden your acquaintance throughout the State—that is always worthwhile, and you will learn much of value. If you cannot get down for the entire session, be there Friday and Saturday, or even only on Saturday—but go!

Headquarters will be at the Hotel Tegler, Bakersfield, and in the next issue we will be prepared to give you hotel rates, fares, a summary of the program. Support your Club, support your Federation, support your fellow business women, by attending, and incidentally have a good time while doing it.

NEXT MEETING

Be sure and keep Tuesday, September 16, which will be our next dinner meeting, and we are to have the pleasure of a talk on "The Trend of the Present-Day Literature and a Review of Some Recent Books," by Aline Barrett Greenwood, noted lecturer and traveler.

Most of us have heard Miss Greenwood, many of us attend her lectures, and we are regular Oliver Twists, we want more. We will tell you some more about this program in the next issue of the BUSINESS WOMAN.

CONVENTION DELEGATES ELECTED

Mrs. Nell Palmer.

Mrs. C. Morgan.

Miss J. E. Heim.

Mrs. A. H. Brace.

Miss Arline B. Cavins.

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OUR HOUSING PROBLEM

Just after the war, some friends of mine went to a city in the State of Washington, and as they intended remaining in that vicinity several months, they rented a furnished apartment. Seven months later they were back in the same city, and again sought to rent an apartment, so returned to the same apartment house. The place had changed hands, and had been sold for such a price that an average of $20.00 per month had been added to the rent, yet the previous rent had been high, so high that it made a most attractive profit for the lessee; that is why she asked so much when she sold out. However, they again took an apartment, and on their next trip back north seven or eight months later, went to the same house, found it much shabbier, run down, but with ten dollars per month more added to the rent. Again it had changed hands, and a good profit to the previous lessee, and again the new owner must make a profit.

This is merely a sample of what has been happening ever since 1914 in the matter of rents, and this is what presses so greatly upon the wage earner. The value isn't there—but some one made a profit, an abnormal profit, the next one had to make a profit; tales of quick and huge profits in apartments and real estate flooded the country—for these conditions are nation wide—and up, up, up, climbed the rents, close on their heels went the wages in costs in construction work and construction materials, and a good ways behind crawled the salaries.

False values create tremendous burdens—not the least of which is the tax burden. Quick, abnormal profits must be taken out of some one—everybody is cursed more or less with the desire to get rich quick—that is why swindling operations with promises of large returns never lack for suckers. The more anxious a person is to get rich quickly, the more bitter he is against the so-called profiteers, the more heartily he damns capital, the more fluently he prates of wage slaves. Reverse the situation and my, what a change of view takes place.

The cost of housing is the most serious problem confronting wage earners and salaried people today. Decent, comfortable homes and proper surroundings—not cave dwelling quarters — mean healthy children, thinking communities, and lessened crime. What can the business women do toward seeking some solution of this tremendous question for their fellow workers? Proper housing for business women, particularly those whose earnings are small, is a serious matter.

There are boarding homes in many places supposedly of a semi-charitable nature for the use of the young business girl, but the business woman is not looking for charity. She feels that she is entitled to more than what is commonly termed a "living wage," but is nearer an "existing wage"; she feels she has a right to what the work is worth—and that it must be sufficient to enable her to have a decent roof over her head, decent clothes to wear; a certain amount of recreation, proper food; and a bit to save against the inevitable future. But under present conditions the average wage does not permit of this because first of the unnatural proportion demanded for inadequate housing. We are going to get our heads together and see what we can work out along this line for the woman in business.

DRAMATIC SECTION

The next meeting of the Dramatic Section of the Club will be held Thursday evening, September 11 at 7:30, at the residence of Miss Clotilde Grunsky 2472 Union Street. The change in meeting night is due to the fact that Tuesday, September 9, is a holiday. "Major Barbara," by George Bernard Shaw, will be read. All Club members are cordially invited to attend.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

'OL. I | SEPTEMBER 13, 1924 | No. 11

Weekly *Program*

575 Market Street — Phone Kearny 3416

DINNER

Tuesday, September 16th, at 6:15 P. M.

Price One Dollar

ALINE BARRETT GREENWOOD

Noted Lecturer and Traveler, will speak to us on

The Trend of Present Day Literature and a Review of Some Recent Books

MAKE YOUR RESERVATIONS EARLY

SOLICITUDE

Z. Clements

The bill clerk carefully stacked the contents of r tray on the table in the order of attack, slid e empty tray to the next table to the annoyance its sole occupant, made several futile attempts unfold the paper napkin, and before starting , quickly surveyed the rest of the group.

"Well, why all the silence and the gloom? hat's the matter with our little human phono-aph—records scratched or needles broken?"

"Are you referring to me?" asked the sten-rapher.

"You certainly answer to your name," was the ply.

"You see, it's like this," the stenographer re-ied, "I am buried under a weight of woe. ery time I think of the tremendous responsibil- that has been thrust upon us women folk I get ak in the knees, my tongue sticks to the roof my mouth, and my brain is simply paralyzed."

"Where does this responsibility idea come from, y way," queried the bookkeeper. "Some fig-nt of the imagination born of an overdeveloped ?"

"Nay, nay, Pauline, you do me wrong, the authority therefor is none other than a certain association of business men. Listen, my children, and you shall hear and judge. Since the Declaration of Independence man has been the sole guardian of the sacred ballot; whether he be illiterate, ignorant, degenerate or vicious mattered not so long as he was outside the pale of the penal institute or the insane asylum. In fact, a great advantage seems to have been that he asked not the reason of his voting, but voted as dictated to by the powers that be. Within his hands he held the destinies of the unborn as well as the living race; to him was left the power of determining whether or not the neighborhood should be dominated by the corner drug store or the saloon; and within the walls of the latter, so often called, with the idea of dignifying it, the poor man's club, did he draw the inspiration for safe-guarding our children and our homes. And did the intelligent majority who seldom vote worry? Did they view with alarm the opinions that were the growth of such soil? They did not.

(Continued on page 2)

SPEND YOUR VACATION AT THE

FIFTH ANNUAL CONVENTION

October 9-10-11 — **Bakersfield**

California Federation Business and Professional Women's Clubs

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year.
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Vice-President .....Z. Clements
Secretary .....Camilla Morgan
Treasurer .....Grayce Redman
Auditor .....Winifred Kerr
Honorary President, Lillian Palmer

DIRECTORS

Mae E. Barr — Lilian Elias
Johanna E. Heim — Clotilda Gabriele

COMMITTEE CHAIRMEN

House Committee.....Charlotte S. MacCuaig
Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

SOLICITUDE—*Cont.*

"But now the times have changed, and women, lovely women (?) have their fingers in the pie. Realizing the struggle they have passed through to obtain this right to self determination, they have resolved to study through the medium of literature, debates and the press, the problems of the age, and the gentlemen view with alarm the indications of the result thereof. In other words, as they put it, they feel that 'the growing interest and influence of women in political and industrial subjects has developed a lamentable lack of information regarding some of the inexorable economic laws governing the conduct of business,' and as a result, they have distributed a little booklet for the use of the benighted sisterhood, in the hope that they may be led into the paths of rectitude that will lead them to understand the manifold blessings conferred upon them in the bestowal of a minimum of wage for a maximum of effort."

"Haven't you run down yet?" piped the feeble voice of the file clerk.

"I have not, but time presses, and just think of all the pleasant noon hours we are going to pass imbibing these words of wisdom in simplified form, 'Elemental Principles of Industrial Economics.' See you tomorrow; but before going I will leave for you to ponder over these words of wisdom from the first paragraph of the first article on The Problems of Society: 'It has placed a premium upon superior intelligence and demonstrated ability by holding out the offer of generous remuneration in return for the benefits which these qualities confer upon society.' In the light of the above, consider the 'generous remuneration' of a college professor as compared to that of a knight of the prize ring, and be prepared to tell us next time 'What is wrong with the picture.'"

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OUR SPEAKER

We are greatly to be congratulated in that our speaker this Tuesday, September 16th, is Aline Barrett Greenwood. Miss Greenwood is an exceptionally interesting speaker. She speaks of what she knows and enjoys, and this is the greatest factor in making an interesting and enjoyable speech. To know what you are talking about, to believe what you are talking of, and to be keenly interested in your subject, gives a speaker that magnetic charm which holds the audience and makes them wish longingly for more. Be sure and make your reservations early.

SEPTEMBER PROGRAMS

Mr. K. A. Kennedy, of the Vanderbilt Papers, Inc., is going to give us that delayed speech. He will be the luncheon speaker on Tuesday, September 23rd. On the evening of Tuesday, September 30th, we are to have a Chinese Night. Our speaker will be Dr. Margaret Jessie Chung, and a Chinese musical program will be rendered by the pupils of Dr. Sun. Dr. Sun will personally direct this part of the program. Dr. Chung is a graduate of the Medical College of the University of California, Southern Division, and in 1919 was State Criminalogist for Cook County, Illinois. She will have a most interesting message for us.

Our President, Dr. Susan Harris Hamilton, represented the Club at the Registration Meeting held Wednesday, September 3rd, at the St. Francis. The meeting was called by the Registration Committee of the San Franciso Center for the purpose of outlining plans to bring out a full vote. An intensive drive will be made to stimulate registration between now and October 3rd.

We never noticed that our Auditor, Winifred Kerr, had omitted to sign the "S. O. S." printed in our last issue, otherwise we would have remedied the oversight. Perhaps we can get the Glee Club to sing it at our next business meeting; it should be both a timely and popular song.

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The valve of The Steam Whistle will be kept wide open, continually giving vent to the opinions of our readers. Articles should be as brief as possible and signed by the writer. Signatures will be withheld upon request. The Business Woman assumes no responsibility for opinions expressed through the colums of the Steam Whistle.

I have just finished reading an editorial in a magazine which was the most blatantly stupid irade on the Nineteenth Amendment that has ever ome under my notice, and this is supposed to be n exceedingly intellectual magazine at that. Evilently the writer was more interested in proclaimng it a failure than in dealing in facts. Womanind should appreciate the fact that our brothers ndow us with such superhuman power as to be itterly disappointed that we have failed to revoutionize the world and undo the mischief caused y their neglect of the ballot, within a short eriod of four years.

That mankind exercises but fifty or sixty per ent of his voting power they take as quite a mater of course; that woman has not voted 100 per ent and turned the world topsy turvy, is considred as a sound basis for the statement that oman suffrage is a failure.

From the strenuous efforts the past six months, rough the medium of the magazines principally, prove the non-interest of women in suffrage, it quite apparent that the contrary must be the ase, else why waste so much time?

We are glad to see these articles, and particurly the one referred to above, as it is sufficient awaken even the most dormant mentality, so riking is the picture drawn of man's political potency and the need for improvement. We ould send the gentleman a vote of thanks.

HOBGOBLINS OF LITTLE MINDS

Morals must be very peculiar things, sensitive ants, so hedged about and guarded by the picket nces of stupidity and ignorance that they are too licate to stand the changing winds of times—at ast, so we would be led to believe. The glamor at mystery surrounds them with makes the posbility of their being attacked a most potent arning for all the senseless traditions of humanr. The height of a skirt from the ground, the t of a dress, the length of the hair, threatens eir existence. Once they were even menaced by e introduction into our lives of that most necesry convenience—the bath tub; upon its first aparance it was decried as morality's foe, a threat civilization and health. Now we laugh at the pidity of the past, just as coming generations ll laugh at the self-styled moralists of the prest and their struggle with the question of bobbed ir—and still the future will continue to bring esh hobgoblins for little minds.

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CONVENTION INFORMATION

The Committee of the Bakersfield Club having charge of Transportation and Hotel Accommodations have issued the following:

TRANSPORTATION RATES:

SAN FRANCISCO TO BAKERSFIELD:

Santa Fe or Southern Pacific, one way	$10.92
Santa Fe or Southern Pacific, round trip	21.84
Motor Transit Stage Lines, round trip	14.80

LOS ANGELES TO BAKERSFIELD:

Southern Pacific, round trip	12.36
Motor Transit Stage Lines, round trip	11.00

TRAIN SCHEDULE—SOUTHERN PACIFIC

Leave San Francisco	Arrive Bakersfield
10:40 a. m.	11:25 p. m.
6:00 p. m. (Owl)	2:19 a. m.
11:40 p. m.	11:53 a. m.

SANTA FE

11:00 a. m.	8:00 a. m.
9:00 a. m.	5:10 p. m.
6:00 a. m.	6:00 p. m.

STAGE LINE

7:00 a. m.	12 hours' run if no unusual delay occurs.
9:05 a. m.	
1:05 p. m.	
6:15 p. m.	

LEAVING BAKERSFIELD FOR SAN FRANCISCO

SANTA FE	SOUTHERN PACIFIC
10:35 a. m.	6:55 p. m.
1:15 p. m.	12:00 p. m. (Owl)
8:30 p. m.	

LEAVE LOS ANGELES	ARRIVE BAKERSFIELD
SOUTHERN PACIFIC	
10:30 a. m.	5:15 p. m.
6:00 p. m.	12:15 p. m. (Owl)
7:35 p. m.	2:30 a. m.
11:30 p. m.	6:30 a. m.
MOTOR STAGE LINE	
7:15 a. m.	Stages are scheduled for a five-hour run if no unusual delay occurs.
9:00 a. m.	
10:00 a. m.	
12:30 noon	
2:00 p. m.	
4:00 p. m.	
7:00 p. m.	
12:45 p. m.	

Southern Pacific leaves Bakersfield for Los Angeles at 11:50 p. m. and 12:05 noon.

HOTEL RATES

HOTEL TEGELER, CONVENTION HEADQUARTERS

	With bath	Without bath
Single	$3.00	$2.00
Double	5.00	3.00
Twin beds	6.00	

SOUTHERN HOTEL

Single	$2.50	$1.50 to $1.75
Double	3.75	2.50 to 2.75
Two large beds	7.50	

Make reservations promptly through Miss Ghe Hough, care Hotel Tegeler, Bakersfield.

ANNOUNCEMENT

The Publicity Department of the State Federation is arranging for the use of space in the BUSINESS WOMAN from now until the Convention opens, for the purpose of disseminating Convention information, in lieu of the usual Bulletin. Matter for publication must be in the hands of the department one week before date of issue.

MUSICAL NUMBERS

The music for our meeting of September 16th will be furnished through the courtesy of Miss Isabell Wilkie, Vocalist. Miss Wilkie will be accompanied by Miss Emeline Arguello.

Will those who have not remitted to the Treasurer for the Jinks tickets, kindly do so promptly!

DR. EDITH M. HICKEY
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | SEPTEMBER 20, 1924 | No. 12

Weekly Program

575 Market Street — Phone Kearny 3416

LUNCHEON

Tuesday, September 23rd, at 12:15

Price 60 Cents

Speaker: **K. A. KENNEDY**

Subject: **Cornelius Vanderbilt's Ideals in Journalism**

MAKE YOUR RESERVATIONS EARLY

OUR CONVENTION

Z. Clements

Of course all club members know that we are oing to have a Convention at Bakersfield the 9th, 0th and 11th of October, but we are wondering ow many fully realize what an interesting event is to be; what an epoch-marking point it is t the history of the California Federation of usiness and Professional Women's Clubs.

Our Federation has progressed mightily the past ear, and it is up to us to see that it sweeps on, athering greater strength and becoming a more otent force in its particular field, this coming ear.

In order that this may be accomplished, we will ave to get in closer touch with each other, be- me better acquainted, listen at first hand to our ans for future development as well as work over e problems of the present, sympathize with each her over the mishaps of the past and enjoy to- ther the good fortune that has bestowed a meas- e of happiness over each of us the past twelve onths.

This can only be accomplished by getting to- ther and talking things over, and the greater the attendance at this Convention the greater will be our progress.

Business women are beginning to realize the value of association and organization, but they have yet to fully understand that what affects their sister worker in the factories of industry, reaches out and beyond, even to the chair of the executive worker in the business and professional world.

Therefore you cannot afford to ignore conditions because they do not directly affect you today; they may be waiting on your doorstep tomorrow.

There is a tendency to make the woman engaged in gainful occupations the target for many theories; theories masked as ideals, sugar coated so as to appeal to the indifferent, the temporary worker, the time server, but which, when translated into fact or law, become shackles to hold you back, stone walls to bar your progress.

Come to the Convention; learn at first hand the wonderful work being accomplished by many of the clubs. It will not all be seriousness; conventions have their social side and this one promises delightfully in this respect; we are assured the

(Continued on page 2)

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Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

CONVENTION – *Cont.*

weather will be delightful and our program extra fine. Our part is to attend, so that those who have put so much work and thought and care in planning for the Convention and working for the Federation will know that their work is not only appreciated, but has accomplished its objective, which is to bring together, through co-operative effort, the business women of California, to the end that all, be their position large or small, may contribute to the progress of their state as they move toward their own goal of accomplishment.

AN INVITATION

The San Jose Business and Professional Women's Club cordially invite the members of this Club to attend a get-together dinner to be given at the Vendome Hotel, Monday evening, September 22nd, at 6:15 P. M.

There will be present at the meeting a representative from all the service clubs of San Jose for the purpose of stimulating friendly and working relations between the clubs.

Our co-operation is asked in helping to make the evening a successful one, and if a sufficiently large number can arrange to go, undoubtedly we could have a special motor bus, as we did the last trip. Kindly advise the Secretary, Camilla Morgan, whether or not you will attend.

We have three expert hair cutters, artists in their line at
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CONVENTION NOTES

HOSTESS CLUB COMMITTEES FOR CONVENTION

Toastmistress
Miss Clara Selby

Luncheon, Dinner and Banquet Committee
Mrs. McGiffin-McDonnell
Mrs. H. P. Jensen
Miss Belle Foster

Entertainment Committee for Banquet
Miss Lela Hough
Miss Elsie Weichelt
Miss Helen Elizabeth Martin

Decorations
Mrs. Chloe Jones
Mrs. Grace Anderson
Miss Annamae Rystrom
Miss Tena DeMotts
Miss Alice Griess

Sightseeing Tour Entertainment Committee
Miss Freda Weichelt
Miss Eldora DeMotts
Miss Alvira Bortman
Miss Mamie Vlasnik
Mrs. Harriet Stovall

Publicity Committee
Miss Beth Dye
Mrs. Zella Luflin
Miss Mabel West
Mrs. Minerva Melick

Reception Committee
Mrs. Will Anne Wisdom
Mrs. Nellie Rickels Gibbs

Hotel Committee
Miss Ghe Hough
Miss Clara Morgan
Miss Grace Downey
Miss Alvira Bortman
Miss Lela Hough

Ushers
Misses Catching, Florence Lavers, Elsie McLeod
Cora Pattison, Lela Killian, Meta Byerrum
Hazel Gifford and Ethel Wright

PHOTOS

The Publicity Department is still waiting pa tiently for the photographs of club presidents, clu delegates, and club members who are Federatio officers, who will attend the Convention, togethe with a "history of their lives." The history ma be brief, but we must have something to go wit the picture. Time is short and we must have thes promptly. Mail to Lucille B. Lapachet, Stat Publicity Bureau, 902 French Bank Building, Sa Francisco.

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EXHIBITS

Mrs. Bessie Woods Gustason, of the Oakland Business and Professional Women's Club, will have charge of all exhibits at the Convention.

She would like to have a complete record of all clubs in the form of an exhibit of the letterheads of the club members, their personal letterheads if in business for themselves or practicing a profession, or the letterhead of their firm, with the name and position typed across beneath the heading.

Also pictures of all club quarters, copies of plans of preparing to build, club group photos depicting any special occasion, business cards, photographs of the business premises of club members.

Each club should gather the matter for their exhibit together, and send it to Mrs. Gustason at Bakersfield. Express, charges paid, in care of Clara Morgan, Bank of Italy, Bakersfield.

HOTEL RESERVATIONS

Slips for hotel reservations have been sent to all club presidents. Kindly fill out promptly and return to Miss Ghe Hough, care Hotel Tegeler, Bakersfield.

DANCING SECTION

We have been fortunate in again securing the services of Mrs. Mary Stehley Close to instruct us during the coming season in gymnastic dancing, which consists of light corrective exercises particularly adapted for business women, and folk dancing, etc., such as will not only give much enjoyment, but make the stout thin and the thin pleasantly plump, as well as the awkward ones graceful and supple. The charge will depend on the size of the class; the larger the class, the smaller the fee. For further information communicate with Mary Baker, at the club rooms, 575 Market Street. Classes are open to members and their friends and will be held in the club rooms.

DRAMATIC SECTION

The next meeting of the Dramatic Section of the Club will be held Tuesday evening, September 23, at 7:30, at the residence of Miss Clotilde Grunsky, 2472 Union Street. Those planning to attend should endeavor to bring with them copies of Barrie's "What Every Woman Knows" or Bennett's "The Honeymoon."

RESERVE
Friday, September 26, for
SCHOOL DAYS
A Members' Jinks
Detailed announcement later

ANNOUNCEMENT

Miss Clotilde Grunsky will be our speaker at the Friday Round Table Luncheon, September 19. Her subject will be "Household Kinks Electrically Speaking."

1921 — 1924
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Commencing Thursday, November 9, 1924
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A RESOLUTION

The Public Spirit Club of San Francisco have forwarded to this Club a copy of a resolution recently adopted by them, which reads as follows:

"RESOLUTION ADOPTED BY THE BOARD OF DIRECTORS OF THE PUBLIC SPIRIT CLUB OF SAN FRANCISCO, AT A MEETING WEDNESDAY, AUGUST 13, 1924.

"WHEREAS, Los Angeles has eight State highways into that city, which has greatly helped to stimulate growth of Los Angeles; and,

"WHEREAS, San Francisco has one State highway, which has greatly retarded the growth of San Francisco; and,

"WHEREAS, there is a movement on foot to extend the first unit of the Bay Shore Highway in San Mateo County from South San Francisco to Pacific City and to extend the Skyline Boulevard from its terminal at Woodwardia to Salinas and Gilroy, making it a trunk line for through traffic; and,

"WHEREAS, a committee of nine has been appointed by Governor Richardson, through authorization of the last Legislature, to report on additions of the State Highway System and recommend methods of financing; and,

"WHEREAS, this is a proposition in which every public-spirited citizen of San Francisco is necessarily interested; therefore, be it

"*Resolved*, That the Public Spirit Club of San Francisco give its entire support to both extensions herein mentioned.

(Signed) "GEORGE B. MONK,
President.
"HARRY J. WHELAN,
Secretary."

The club, in urging the necessity of co-operation among all of San Francisco's organizations in order to insure the early completion of necessary highway extensions down the peninsula, express the wish that we may see fit to adopt a similar resolution.

It will be impossible for us to hold this matter over for consideration at our business meeting; therefore it will be presented for your consideration at the meeting of September 23.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | SEPTEMBER 27, 1924 | No. 13

Weekly Program

575 Market Street — Phone Kearny 3416

DINNER

Tuesday, September 30th, at 6:15 P. M.

Price Seventy-five Cents

Speaker: **DR. MARGARET JESSIE CHUNG**

Formerly State Criminologist for Cook County, Illinois

Musical Numbers: PIANO SOLOS ..... *Miss Ruth Wong*
VOCAL SOLOS ..... *Miss Lily Chinn*

MAKE YOUR RESERVATIONS EARLY

ECONOMICS

Z. Clements

What a dry subject, and how everybody shies t it, treats it as something weighty and mysteri- ns, and yet the dictionary says it is merely "the cience that treats of the production and distribu- ion of wealth."

And what produces wealth—labor; and what dis- ributes it—more labor. Consequently, it behooves s all to be students of economics; in fact, we do ll blindly stab at it, for are we not all interested n material advancement? We feel that this will ring us material comfort, the ease we think we rave, the wherewithal to relieve us of the worry s to what the next day will bring forth.

The world is a restless place; a place of chang- ng moods and unsatisfied longings; unsatisfied nainly because we do not really know what it is re seek, what the ultimate goal is to be. We fre- uently have the feeling that we are trying to ravel one way, yet are being driven another. ome long to attempt new paths, yet lack the ourage to uproot themselves from the old. A few o; they are the pioneers, their urge to delve into he unknown is greater than their fear of what it nay hold. Yet each has a part to play, and the onservatism of one hampers the recklessness of thers, just enough to keep us from traveling on efore the time is ripe, but not to the extent that he progress of the world is stayed.

About the most foolish thing we do is to at- empt to supplant the basic laws of nature with ur own laws, and therein lies most of the grief f the world.

It is impossible to legislate happiness, peace or prosperity; the laws that govern these were written long before we appeared in the world. Nature's laws are very simple and very few—that is the trouble, so simple, so few, so bereft of all legal verbiage that we doubt their efficacy and seek to improve them.

The Golden Rule doesn't sound much like an economic law, yet its practice is the quickest way to insure the proper production and equitable distribution of wealth with its resultant much-desired peace, prosperity and happiness. It is the law of the square deal, the law that insures protection of the inherent rights of every one, the law that means full co-operation in the building of a community. But then it is apparently such a simple thing; therefore, we daub it idealistic, impossible, and go on adding our yearly quota of stupid laws to the statute books.

The real trouble is that it isn't so simple as it sounds; it requires that we forget ourselves and think of the other fellow, and too many are inclined to feel that we must think of self first if we wish to land in the front row; we are afraid we will lose our place in line.

Emerson has said:

"The word unto the prophet spoken
Was writ on tables yet unbroken."

So still the laws of God remain and act or react according to our wisdom or folly.

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
Single copies ..... .05

L. B. LAPACHET.....*Publisher*
DR. SUSAN HARRIS HAMILTON....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

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Vice-President .....Z. Clements
Secretary .....Camilla Morgan
Treasurer .....Grayce Redman
Auditor .....Winifred Kerr

Honorary President, Lillian Palmer

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Johanna E. Heim — Clotilda Gabriele

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House Committee.....Charlotte S. MacCuaig
Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

CONVENTION

New Departments:

Education:
Miss Alice Hindson, Los Angeles.
Mrs. Bessie Woods Gustafson, Oakland.
Miss Olive Kelso, Pasadena.

Public Health:
Dr. Minerva Goodman, Stockton.
Dr. Louisa Burns, Los Angeles.
Miss Anna Marks, Chico.

Social and Industrial Relations:
Miss Orfa Jean Shontz, Los Angeles.
Dr. Elizabeth Blake, Modesto.
Mrs. Mary Benders, Sacramento.

Economics:
Miss Florence Shindler, Los Angeles.
Miss G. Mahon, Visalia.
Miss Agnes Kozinski, Oxnard.

Special Committees:

Nominating:
Miss Jane C. Humphreys, Los Angeles.
Miss Marjorie Fairbanks, Bakersfield.
Mrs. L. B. Lapachet, San Francisco.
Miss Nell Miller, Santa Barbara.
Miss Handley, Chico.

Election:
Miss J. Frances Emans, Los Angeles.
Miss Lillian Palmer, San Francisco.
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Mrs. George L. Winters, Upland.
Miss Agnes Kozinski, Oxnard.

Constitutional Revision:
Miss Florence Bishoff, Los Angeles.
Miss Clotilde Grunsky, San Francisco.
Miss Mildred Murphy, Los Angeles.
Miss Caroline Kellogg, Advisory, Los Angeles.

Program:
Miss Flora Belle Nelson, Los Angeles.
Miss Josephine Endert, San Jose.
Mrs. Margaret McDonald, Bakersfield.

Publicity:
Miss Z. Clements, San Francisco, Chairman.
Mrs. L. B. Lapachet, Assisting.
One member from each Federated Club.

Hostess Club Committee:
Miss Beth Dye, Bakersfield.
Mrs. Zella Luflin, Bakersfield.
Miss Mabel West, Bakersfield.
Mrs. Minerva Melick, Bakersfield.

Resolutions:
Miss Sue Bropst, Los Angeles.
Miss Lloy Galpin, Eagle Rock.
Miss Susan T. Smith, Sacramento.
Miss Eloise Cushing, Oakland.
Dr. Susan Harris Hamilton, San Francisco.
Miss Althea Warren, San Diego.

Parliamentarian:
Miss Caroline Kellogg.

Credentials:
Miss Marjorie Fairbanks, Bakersfield.
Miss Justina Hensch, Bakersfield.
Miss Florence Bitner, Bakersfield.

Supplementary Sub-Committees to take registrations:
Miss Freda Weichelt, Bakersfield.
Miss Grace Downey, Bakersfield.
Mrs. Jensen, Bakersfield.
Mrs. Estelle Bruce, Bakersfield.

Theme and Emblem:
Miss Octavia Lesueuer, Burbank.
Mrs. Caroline P. Oliver, Los Angeles.
Miss Georgia Duffy, Los Angeles.
Miss Margaret Mary Morgan, San Francisco (declined).
Miss Anna D. Duffy, Sacramento.
Mrs. Bessie Woods Gustafson, Oakland.

Emeritus Club Organization:

All past and present State Federation Officers eligible for membership. Organization to be perfected at a dinner to be held during the Convention at Bakersfield. Miss Jane C. Humphreys, Toastmistress.

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HAVE YOU EVER HEARD THIS BEFORE?

While we are on this subject, Mrs. Clarkson has asked us to remind you that it is *absolutely necessary* to make reservations for luncheons and dinners, or take your chances on getting a place at the table and something to eat. You know how it is when a lot of unexpected guests pile in on you at your home. Though not exactly unwelcome, your subconscious mind gets busy at once with the problem of how you are going to make two potatoes serve five people, etc., etc. Unfortunately, there was never but One who could feed the multitude with five loaves and three fishes. The day of miracles is past.

No, it is not an extract from some previous issue of the BUSINESS WOMAN, or a quotation from a speech by Mae Wilkin back in 1921, or the remarks of Miss Farrell, Mrs. Kohlwey or Mrs. MacCuaig—it is from *The Mop*, official publication of the San Diego Club, so it is evident that they struggle with the same problem we have struggled with for the past seven years. One hundred and fifty heard Aline Barrett Greenwood on the evening of the 16th; about two hundred wanted to, but the last fifty began to speak of reservations on the day of the 16th. It is impossible to order food in the morning of a dinner or luncheon. We prepared for twenty-five more than we had reservations for on the 15th, but to figure on more than this excess is out of all reason. Some took a chance and came and waited in the hope that a few reservations might be cancelled, and there were just enough unclaimed—about six—to take care of them. The House Committee like to have a goodly crowd, and wish to take care of them, but they must not be censured for failing to accomplish the impossible.

Past Presidents, California Federation of Business and Professional Women's Clubs:

Miss Jane C. Humphreys, 1920-1921.

Miss Susan T. Smith, 1921-1922.

Miss Susan T. Smith, 1922-1923.

1921 — 1924
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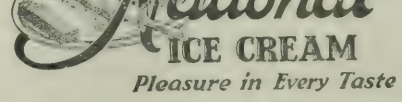

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STANDING RULES GOVERNING CONVENTION

Delegates will present credential slips in PERSON. Slips presented for other delegates who have not arrived, will not be accepted.

Credential slips cannot be filled in by members of the committee. Please do not come to the Credential desk with blank slips.

Members of the Credential Committee take no responsibility for placing the delegate in case of lost, forgotten or mistake in Credential slip. All questions pertaining to Credentials must be referred to the Chairman of Credentials for decision.

Delegates are requested to be in their seats five minutes before time of opening of each meeting.

Members and visitors are requested to remove their hats in the Convention hall.

Members of the Convention must obtain the floor, giving name and name of Club, before making a motion or speaking from the floor.

No member of the Convention shall speak in debate more than once on the same question, or longer than three minutes, without the consent of the assembly.

Programs will be PROMPTLY as scheduled.

During the hours of the program the exhibits will not be open for inspection.

Officers, State Chairman, Chairmen of Special Departments or Committees and Presidents of Clubs will be prepared with typewritten reports. Chairmen of Departments will be allowed seven minutes in which to report. Presidents of Clubs will be allowed four minutes in which to report.

That all may enjoy the Convention, those present are requested not to leave the hall except in case of emergency or to hold conversation with each other in Convention hall during programs. Ushers will pass notes when necessary.

Members of the Convention and visitors will remain seated until the presiding officer has declared the meeting adjourned.

The standing rules may be suspended by a two-thirds vote of the members of the Convention.

AUGUSTA L. FRASER,
President.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | OCTOBER 4, 1924 | No. 14

Weekly Program

575 Market Street — Phone Kearny 3416

BUSINESS MEETING AND DINNER

Tuesday, October 7th, at 6:15 P. M.

Price Seventy-five Cents

MAKE YOUR RESERVATIONS EARLY

HETCH HETCHY WATER BONDS

This is a matter that will come before the voters on October 7th, and while it is inconceivable—when the question is given proper consideration, that the election should go against the bonds—in this very fact lies the danger, for it breeds over-confidence; it is an invitation to the careless to forego voting with the idea that one vote will not be missed. It doesn't take very much imagination to figure out the multiplication of this "one vote," and its disastrous consequences if the citizenry are not awakened to their responsibilities.

Water is going to cost money—but that is no argument against it—it will cost much more money to go without water than to buy it; it will curtail industry, restrict growth, and bring poverty and misery in its trail.

We are very busy running around to all the clubs and organizations asking them to use their efforts to bring out the vote. Are we making the same effort to reach the entire personnel of the city's industrial and commercial concerns, and bringing home to them what a menace to industry the lack of water will be? Have we awakened them to the necessity of seeing that their employees are assured of the opportunity to register their vote? If all places of business were opened two hours later on election day, the possibility of getting out the full vote would be greater.

We are well aware of the fact that they may vote before or after business hours, and we believe they have a legal right to two hours; but human nature is pretty much the same all over and the average person going to work has figured out to a nicety just how long they may sleep in the morning and yet get into the office or workshop just at the proper time, and it isn't an easy matter to break that habit for one day.

And when night comes—tired time and hungry time—most of us hasten home, and it's a case of "Oh! let George do it." A little extra time in the *morning* for all registered voters should have the best result. Those who are not sufficiently interested in democracy to participate in the first duty of a citizen, can come down and open up the office or factory.

(Continued on page 2)

SPEND YOUR VACATION AT THE

FIFTH ANNUAL CONVENTION

October 9-10-11 — **Bakersfield**

California Federation Business and Professional Women's Clubs

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny 3416*

Subscription rate.....$1.00 per year
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House Committee.....Charlotte S. MacCuaig
Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

HETCH HETCHY *Cont'd*

If this city is worth living in, it's worth voting for, and one ballot in the ballot box is greater than a thousand eulogies on the glories of San Francisco.

CONVENTION NOTES

This is the last official notice of your Publicity Chairman on the Convention.

It is hoped that every Club President will attend—the true value of a federation can never be realized, the scope of its work and its possibilities will never be understood, except by personal contact at these annual meetings.

We sincerely trust that the delegates elected to represent the member Clubs, understand that it is not an empty honor, but an obligation they have assumed to their fellow members, when they accepted the vote of confidence that designated them as personal representatives of their Club fellows.

We progress by co-operative effort; we dignify our cause by treating it as a trust; we reap the benefits of association by personal contact, and while we may be inclined at times to jest at the constant harping upon service, yet unselfish service is the greatest gift we hold within our hands; it is the one thing that we own, the one thing that calls for a sacrifice of self, the one investment that brings the greatest return.

The Convention will have its serious side and its entertaining side; the program is varied, and every minute is allotted; we will not please all of you all the time, that is impossible, for we are of many minds and varied interests, but we will please all of you most of the time.

This is an opportunity. Let us make the most of it.

Z. CLEMENTS,
State Publicity Chairman.

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California Federation of Women's Clubs:

North: Mrs. H. M. Tenny, 419 Park Way Piedmont. CFWC.
Miss Anna D. Duffy, Sacramento. B&PWC.

South: Mrs. Herbert Cable, 4711 Gramercy Place, Los Angeles. CFWC.
Miss Orabelle Chilton, Los Angeles. B&PWC.

California Civic League of Women Voters:

North: Miss Marion Delaney, 233 Post Street San Francisco. CLWV.
Miss Anna D. Duffy, Sacramento. B&PWC.

South: Mrs. A. S. Heineman, 1838 Kenmore Avenue, Los Angeles. CLWV.
Miss Orabelle Chilton, Los Angeles. B&PWC.

California Women's Joint Legislative Committee of State Organizations:

Mrs. Aaron Schloss, 3209 Claremont Avenue, Berkeley, Chairman.
From B&PWC—Mrs. David A. Fraser President.
Mrs. Harriet P. Tyler Legislative Chairman

ANNOUNCEMENT

We have Round Table luncheon talks by members, at 12:30 every Friday and Monday, commencing October 10th.

Have you signed up for the Glee Club, Dancing Class, or Dramatic Section?

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SCHOOL DAYS

We had a real party the other night, more genuine fun to the minute I believe than we ever had before, judging from the uproarious laughter. The nicest thing about it was that everybody played—we forgot our stiffness and our dignity, and just had a good time.

And maybe we didn't unearth some fine talent—we will know where to look when we wish to put on a show. There was some difficulty at first in realizing that the teacher and the superintendent of the Board of Education were Dr. Hamilton and Mrs. Walker, respectively—their make-ups were works of art. Of course, as a mimic, Miss Grunsky is supreme, and as Miss De La Tour, the elocutionist of extreme type, as well as when acting the part of plain Tilly Grunsky, a school girl, she was letter perfect and a delight. But you missed it if you failed to see little Jennie Hoyle mimicking Miss De La Tour; our Jennie is also some mimic.

The tough kids' rendition of Barbara Fritchie by Lillian Palmer, was excellently done, and Tillie Schimpf nearly put it over the class by singing her song five times. Belle McDonald and Oristella Taber were a delight; in fact, it was all so good we will certainly have to give it again, when the opera will not prevent so many from participating. At that we had a good crowd, a fine time, and best of all, this family "jinks" gave us an opportunity to really get acquainted.

NEW COMMITTEES

Committee on Civic Affairs

Dr. Marianna Le Barre, Chairman
Miss Anna B. Griffths — Miss Johanna Heim
Mrs. W. C. Ralston — Miss Hazel Ramon
Miss Anna Mason

Committee on Club Welfare

Mrs. A. W. Wise, Chairman for San Francisco
Mrs. Persia Briggs, for San Francisco
Mrs. W. D. Kohlwey, for San Francisco
Mrs. Nell W. Palmer, for Oakland.
Mrs. Annie Little Barry, for Oakland

Committee on Songs

Mrs. Z. Kathleen Ayers, Chairman
Miss Florence Attridge — Miss Betty Brackett
Mrs. Ruth L. Bell — Miss Taber
Miss Edith Black — Miss Anna Codding

1921 — 1924
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605 Market Street Room 1109
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on how to secure for themselves a monthly income for the years when they wish to retire to enjoy leisure.

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | OCTOBER 11, 1924 | No. 15

Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

LUNCHEON

Tuesday, October 14th, at 12:15

Price 60 Cents

Speaker: **DR. GEORGE BARRON**

Curator of the M. H. DeYoung Memorial Museum of Golden Gate Park

Subject: **Romantic California**

MAKE YOUR RESERVATIONS EARLY

SOMETHING FOR NOTHING

Z. Clements

Did you ever ask some one to join some club, some civic movement or organization, and have them say, "I can't see that I get anything out of it, so it doesn't interest me"? If it doesn't interest them, they shouldn't join, because if they have no interest to offer, nothing to give in the way of personal service or co-operation, no idea beyond getting something, then there isn't "anything in it" for them.

"Unto him who hath shall be given." That is the second basic economic law. If you have nothing to invest, or if you will not invest, upon what do you expect to earn returns? Surely you would not expect to put your funds in a safety deposit box and receive interest. Yet that is the attitude many people adopt throughout their entire course of life. Naturally the added years find them bitterly disappointed misanthropes, bewailing the fact that Opportunity has dodged them through life.

Contrary to the poet's tale, Opportunity does not knock once; she never knocks at all; she is quite a stay at home body and if you desire to meet her it is up to you to go calling and rouse her from her seclusion if you can. She is quite kind to those who have the persistency to keep after her, but decidedly uninterested in those who wait for her to call.

Moreover, she frequently chooses the most unattractive of abiding places; she seldom lives on the heights; that would make her too conspicuous, too easy of attack. It is her custom to move among the common place, to seek humble surroundings, and she is met most frequently by those so intent on doing well the task in hand that they have given little thought to seeking her.

In my business experience I have seen many men and women sit at the same desk with Opportunity and declare she did not exist. Perhaps it was because, like the peoples of old, they considered that persons of great worth must travel surrounded by all the panoply of royalty. Royalty is a misfortune of birth; wisdom and knowledge are gifts of God; they are never tarnished by cheap trappings; they do not require a fanfare of trumpets to herald their approach; they are for all men and all times and walk within their reach that those who seek may find.

Unless we are willing to give, by what right do we ask to receive? Unless we are willing to serve, wherein are we justified in seeking service?

There is no such thing as something for nothing, and yet more people seek this than any other one thing. That is what makes gamblers, provides sucker lists for get-rich-quick enterprises, creates Micawbers spending their days hoping for something to turn up.

You are through with the past; it is behind you and all its faults will soon be mellowed by forgetfulness into the much over-rated and oft-sung-of "good old days." You have no need to delve into the future, for in time it becomes the present and

(Continued on page 2)

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San Francisco *Telephone, Kearny* 3416

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Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

SOMETHING FOR NOTHING *Cont'd*

then its problems must be met; your task is with today, is with the work at hand. Make the most of it; build into each bit a lasting advertisement of your ability; then there will be no regrets for the past, no fears for the future, and naught but the joys of fulfillment for the present.

BOOK REVIEWS

"Madame Claire," by Susan Ertz, published by D. Appleton & Co., New York, is one of the most refreshing books published in recent years. It has fully captured the phrase, "how to be charmingly interesting though old," and handled it in revealing the character of Madame Claire in a most "cheerio" manner. We love the writer for giving the world so sweet and rich a book—in creating for our acquaintance so sweet and rich a woman of eighty years. No one should fail to read the story. It is, by the way, Miss Ertz's first novel.

"Mina," by the author of Madame Claire, published by Appleton & Co., contains the wit, charm and, what is so much more desirable in an English writer, tolerance, that ran throughout the pages of her first novel. A reviewer has said this of the story of "Nina": "It would perhaps be a good book without Henri Bouvier in it at all, but with him it becomes notable." The character Henri is as rare and as beautiful as Madame Claire.

"The Green Hat," by Michael Arlen, published by Doran & Co., New York, is (and one need not be surprised after reading the title) about a woman. This character marks rather a new type of the feminine. Mr. Arlen, like Joseph Conrad, writes in a language (English) which was foreign to his birth, but which he handles with easy self-assurance not to say nonchalance.

"The Innocents," by Henry Kitchell Webster, published by Bobbs-Merrill Co. This is a story of father and son and of their misunderstandings and estrangement. Edward Patterson, Jr., eighteen-year-old youth, fails in his high school work because of his aversion to Latin. Young Edward is, moreover, absorbingly interested in mechanics and, young though he is, struggles to find his relationship to the life about him. The story discloses, incidentally, another story, which is that of the father. Neither father nor son comprehends the other, but in the end the years bring a clearer understanding.

A new novel, "The Priceless Pearl," by Alice Duer Miller, is just issued by Dodd, Mead & Co., New York.

Thomas Nelson Page's posthumous novel of the Civil War, "The Red Riders," will be published by *Scribner's* in October.

Upton Sinclair has a new drama in four acts, entitled "Singing Jailbirds." This play is typical of Mr. Sinclair's pen, in that it writes about truthful things without any attempt to smooth over. The play is strong and is a protest against existing conditions. It is published by the author.

"So Big," by Edna Ferber, is a "best seller." Since its publication by Doubleday, Page & Co., last February, it has been selling at one thousand copies per day.

A new Galsworthy play is out, entitled "A Family Man," published by Charles Scribner's Sons, New York. It tells an interesting story and is the result of Galsworthy's earnest and shrewd observations of modern social conditions. Here is a conflict between parental authority and the craving of the youth for self-expression. The argument of the play is weakened, however, by trying to argue too much by the introduction of characters.

Mrs. H. L. Fisher, in her new book, "The Economic Position of the Married Woman," stresses the point that the wife should no longer be considered as "maintained," but recognized as a vital contributing factor in the home in co-operating with the wage earner.

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THEY'RE OFF

There will be a Pullman car load of delegates leave here Wednesday evening, October 8th, for the Bakersfield Convention. Mrs. Lucille B. Lapachet and Nell Palmer will be the advance guard, leaving on the Santa Fe Tuesday morning; Z. Clements leaves on the Owl Tuesday night, and *the* crowd goes out, as stated above, Wednesday night. Their fun is going to start when they get aboard the train. However, Z. Clements, Harriet Tyler and Camilla Morgan say that their fun is going to start when they reach—well, never mind where they are going; they are not coming north on Sunday, and that is enough for you to know.

DRAMATIC SECTION

The next meeting of the Dramatic Section will be held at the residence of Miss Lillian Wendemuth, 1632 Taylor Street, Tuesday evening, October 14, at 7:30. Barrie's "What Every Woman Knows" having been read at the last meeting, Arnold Bennett's "Honeymoon" will be read at the coming session. All those planning to attend should endeavor to bring copies with them.

ANNOUNCEMENTS

It was voted at the Board of Directors' meeting on the 3rd of October that hereafter there would be no service charge less than twenty-five cents at the daily luncheons.

It was also voted that while the business dinners would remain at seventy-five cents, all program dinners would be one dollar.

Now that Mr. Graham, financial secretary to the treasury, speaking for the Labor Party in England, announces that the financial situation is such as to make impossible the enormous increase in expenditure which the granting of equal pay to men and women civil servants would make necessary, Lady Astor very pertinently asks why the Labor Party didn't consider that point when they were making their promises.

Our last dinner program was a very enjoyable as well as instructive one. Supervisor Eugene Schmitz spoke to us on the Hetch Hetchy Water Bonds, giving a good common-sense and business-like talk. He dealt with facts and not with platitudes, and we were fortunate in securing such a capable speaker on so important a subject.

We enjoyed Dr. Margaret Jesse Chung, and were sorry that she did not speak more at length; we were particularly interested in her comments on present-day conditions in China.

Our Friday talk, given by Mrs. Sophie Whipple Root, telling us how we could acquire and own our own home, was very interesting indeed. Mrs. Root was one of our charter members. Our weekly talks are proving quite a drawing card, so much so that we are now planning to hold them Mondays and Fridays.

1921 — 1924

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Send us the vision that will give us faith, and strength to hold to our trust despite all obstacles.

Lend us the courage to depart from the beaten path that we may hasten the progress of humanity.

This to the end that we may think clearly, live uprightly and serve truly.

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VOL. I | OCTOBER 18, 1924 | No. 16

Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

DINNER

Tuesday Evening, October 21st, at 6:15 P. M.

Price One Dollar

Speaker: **MISS ALICE EASTWOOD**

with the Academy of Science

Subject: **The Establishing and Importance of an Herbarium.**

MUSIC

MAKE YOUR RESERVATIONS EARLY

PRE-CONVENTION RADIO ADDRESS

Broadcasted by
AUGUSTA L. FRASER

President of the California Federation of Business and Professional Women's Clubs, at Bakersfield, October 8, 1924:

Tonight, at the invitation of Bakersfield, business and professional women from every part of the State of California are traveling to this city.

These women represent practically every business and profession—doctors, dentists, lawyers, scientists, artists, judges, undertakers, financiers, importers, exporters, manufacturers, traffic managers, accountants, secretaries, the press, public officials elective and appointed.

Why are they coming together? Because the business woman, although the last to appreciate the advantages and even the necessity of organization, have had it forcibly brought to their attention that the part they are now playing in the economic world is assuming such proportions as to cause dismay to those who always view with alarm any change from the established order of things, and whose distrust does so much to retard the wheels of progress.

Their alarm takes the form of agitation against the mounting importance of women in the world of business; they concede to her the privilege of drudgery, but bewail the danger to her health and particularly her MORALS in economic independence, and they systematically dispense propaganda to restrict or handicap her field of operation.

Having come together, the business women have been quick to realize the value of personal contact, and are now beginning to understand that the best way to promote themselves is to promote the coming business woman, help her work out her problems, endeavor to raise her standard of efficiency, and give her such vocational guidance as will help in finding her proper sphere of activity. It is impossible to work efficiently if not suited for the task, and each inefficient woman in the business world reacts upon her sisters, for, strange to relate, while men have centuries of business training back of them, the business world expects much more of woman than of her male prototype. This same policy is carried out in measuring the progress of women with the ballot; since they have acquired the vote they have been expected to accomplish in a few years what the male voters have failed to accomplish in a century.

Business women are interested in all live topics, and strange as it may seem to the uninformed they are enthusiastic home makers and offer a fertile field for business supplying home needs, such as realtors, house furnishings and interior decorators, for you will find the majority of them either planning to build or building a home.

They are usually good cooks and much more efficient in their home making than many a so-called home woman, because they bring to the task a business training and their experience in making every moment count.

(Continued on page 2)

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Membership.....Eleanor V. Robson

Pre-Convention Radio Address *Cont'd*

Not only does the business woman have to make her way against the normal competition that her brothers must meet, but also the abnormal competition of prejudice and the stigma of cheap labor. As cheap labor she was first permitted to enter the field in times when few women found the door open, and for many years she has accepted meekly what has been allotted to her, working early and late, only all too often to see the credit for successful accomplishment awarded to some man who has profited by the use of her brains.

This happens much more often than lovers of fair play would care to believe, but the recent war has done this much for the woman engaged in gainful occupations. During this period so often did the entire burden fall upon her shoulders that recognition could not be denied, for it is strange but true that war, of which every woman is inherently a foe, has always marked woman's greatest strides towards industrial freedom.

We bear no antagonism to our brothers; we deplore the attempt to spread the propaganda of a so-called sex war, for which we feel there is no foundation in fact, for we believe this is a world not for men and not for women, but for men and women, and that its greatest progress will only be possible when that fact is realized, for woman's place is to walk side by side with man in the making of a better and greater civilization.

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THE "PINCH HITTER"

From the braggart, the egotist, the self-sufficient person, good Lord, deliver us! Not one of us but will breathe a hearty "Amen!" to that prayer. But between self-sufficiency and self-confidence there is a wide gap. Too many women in the business world are lacking in self-confidence. A recent instance occurring in a local organization vividly emphasizes this opinion.

Miss R., the secretary of the advertising and office manager, had been with the firm several years, and she was receiving $125 a month. As is the case with so many business women, she was supporting dependents. She had not received an increase in salary for over a year, and she had reached a point where she had to earn more money. So, after much inward struggle, she went to the manager and preferred her request. She did not receive much encouragement, but he said he would discuss the matter with the general manager. When the manager spoke to her about it again, he said that they could not see their way clear to grant the raise; that they valued her services, but felt that she had gone as far as she could with them, and he advised her not to overlook any opportunity that might offer a better position! She promptly tendered her resignation, to take effect at the end of a stipulated period.

Just about this time the girl in charge of a desk handling work of considerable detail and important because of its direct contact with the firm's customers, found it necessary to take a leave of absence for several months. The substitute hired because of her supposed knowledge and previous experience with similar work proved to be almost entirely incompetent. She required almost constant watching, and this job devolved upon Miss R., who had learned something about the work before the first girl's departure.

Shortly after this, the cashier decided to get married and departed on her honeymoon. The firm did not wish to hire a substitute, so Miss R. entered incoming checks, made bank deposits and did such other necessary things as could not wait until the cashier's return.

Scarcely had the cashier returned than the woman in charge of a desk handling certain publications connected with the firm's business and sold by it to the public developed an abscess of the throat. In her absence, Miss R., who had at some earlier time become familiar with the work, sold books and entered orders and made change.

In her "spare moments" she attended to the duties of her own position, took dictation from

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the general manager, and once when one of the dictaphone operators was called away suddenly by the illness of her mother, Miss R. typed some important work that had previously been dictated onto the cylinder.

In one of these small crises when Miss R. had straightened out a bad blunder made by some one else, the business manager sighed with relief and said: "Miss R., you certainly are a pinch hitter! I don't know what I'd do without you." Perhaps he saw a peculiar expression on Miss R.'s face. At any rate, the next day she was told that her salary had been increased, that it would not stop at that figure, that her work was thoroughly appreciated, and they hoped she would reconsider her decision to leave. The manager ended his little speech with the words: "Miss R., you haven't enough confidence in yourself." She looked him in the eye and said quietly: "I know I haven't had in the past, but I've learned a great deal lately and I don't believe I'll make that mistake again."

This is not the first chapter of a new "Elsie" book. It is an account of an actual happening. Miss R. had been a school teacher before she entered the business world. She is an excellent stenographer. She has a pleasant personality, is quiet and dignified. She has a good head, and she knows the business of that particular firm. Yet a little nervous hesitancy in her manner, an unassuming, almost deprecatory bearing, had completely effaced her efficiency, and she had been accepted at her own face value.

When you know, and know you know—act the part!

—*Contributed.*

I TOLD YOU SO!

There are times when we feel the most aggravating persons on earth are the ones who frequently indulge in the above expression; we are inclined to consider them useless persons, whose proper place is on the "Little List," made famous by the "Mikado." They are, as a rule, of the tribe who would rather have their judgment vindicated than see the accomplishment of a most noteworthy project; who would rejoice at the development of weakness in some human creature, and be disappointed at an unlooked-for demonstration of strength. They are the ones who stand by ready to trumpet forth the message of disaster, and attribute to success the element of luck.

(Continued on page 4)

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STATE INDUSTRIES

California's producing power will be exemplified in many striking ways at the fourth annual California Industries Exposition beginning October 18. The Exposition will extend over a period of two weeks in the Civic Auditorium, San Francisco.

Never before, according to General Manager A. A. Tremp, has a more complete showing of State industries been assembled on the Pacific Coast; $35,000 worth of exhibit space has already been reserved by the manufacturer, civic or commercial organization, with educational exhibits from the Federal, State and city departments, demonstrating the wide range of activities in California.

A special section has been set aside for electrical and gas appliance exhibits showing every variety of household convenience and up-to-date methods of installation; city planning will be represented; a better homes section; furniture manufacturers will have beautiful and unique displays; building materials, iron and steel products, aluminum ware, porcelain, pottery, china, glass, drugs, chemicals, jewelry and hundreds of other displays will be shown.

Angelo J. Rossi, president of the Exposition, and Anthony A. Tremp, the general manager and director, are emphatic in predicting that this year's event will be the greatest from the standpoint of number and quality of exhibits.

Interesting as it is as a show, the main significance of the Industries Exposition is the widening dealer-to-consumer appeal for their products; it is the best market builder at the service of the California manufacturer.

A number of articles will be shown in process of manufacture. The KPO broadcasting station will be installed at the auditorium for the benefit of the radio fans and the ballet music of "A Night in Seville," the feature production, will be broadcasted. J. Emmet Hayden, supervisor in charge of special events, has a number of surprises scheduled.

I Told You So! *Con'd*

Yet we cannot be severe upon them, for after all they serve their purpose. In the first place they are keen to point out all the inherent weakness of the structure, and he who is wise may learn from their criticism and protect against the promised failure. They add spice to the game, and the zest of competition; the very stumbling blocks they throw in the path assist in the cultivation of patience, endurance and persistency.

We can forgive them their triumph when it is the wrecking of a plan they rejoice at, but we cannot forgive when they mock the wrecking of a human soul.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | OCTOBER 25, 1924 | No. 17

Weekly *Program*

575 Market Street — Phone Kearny 3416

For our **HALLOWE'EN JINKS** we will offer a surprise program which will take the form of a

CABARET DINNER

Tuesday, October 28th, at 6:15 P. M.

Price, $1.00

Vocal selections by the

POLICE QUARTETTE

Hallowe'en costume is not obligatory, but we would like to have as many dress in costume as can do so

It is important that you make your RESERVATIONS EARLY

"THE GIFT OF TOLERANCE"

It is something that comes with experience, sometimes bitter experience, where misjudgment, impatience and thoughtlessness has caused needless suffering.

It is something that youth seldom acquires, for it comes to those who have struggled along a pathway of toil, who have rubbed elbows with the fortunate and unfortunate, who have made the struggle for existence and found it good.

It is a gift greatly to be desired; therefore it must be earned, for all the worthwhile things of life are bought and paid for with the price of human endeavor, human interest, human sacrifice.

With it comes a larger vision, a clearer understanding, and the ability to rise above the pettiness of little minds, the ability to separate the wheat from the chaff, a willingness to rejoice in the good, to feel that struggling humanity trips through misunderstanding and not through preliminness.

He who possesses this gift enjoys a peace of mind and happiness that is to be envied, little things do not disturb him, even worry finds the door closed and cannot enter, for with Tolerance comes a faith that will not be dismayed, and a saving gift of humor that seeks the smile and cannot see the frown.

Therefore, it is a goal toward which we should most earnestly strive, for it is a gift that brings with it many gifts, a gift that makes its possessor a benefactor to humanity, one who gives needed service, service beyond price.

So when we ask the gift of Tolerance we are asking much, how much it is hard to realize. Will we be satisfied with asking or will we work to attain it?

AN INVITATION

The National Ice Cream Co. invite the members of the San Francisco Business and Professional Women's Club to visit their plant, Saturday, October 25th. Members will meet at the plant, 571 Gretnore Street, at 1:30 p. m.

THREE CHEERS FOR MAE CUMMINGS

The Business Woman

Published Weekly, 575 Market Street
San Francisco . *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
Single copies ..... .05

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MISS MAE J. SHANNON.....*Advertising Manager*

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Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

BOOKS

"Isle of Thorns," by Sheila Kaye-Smith. E. P. Dutton & Co., New York. One of the important works of this writer in her early twenties. A story of universal significance—the relentlessness of human love and its power to save. Sally Odiarne, the principal figure, is a masterpiece of conflicting impulses and ideals. The action has for its main background Sussex woods. A good story.

"The Goose Man," by J. Wassermann, translated by Allen W. Porterfield, published by Harcourt, Brace & Co., New York. The story of a musical genius told as only Wassermann can tell his stories, in which all of his characters become symbols of the world's conflicting emotions and struggles for supremacy of one thing or another. "Wassermann's canvas had a Shakespearean amplitude." This story is not merely of an artist, *per se,* but is a story of modern humanity.

"Told by an Idiot," by Rose Macaulay. Boni & Liveright, New York. A story which is an analysis of the society of our own times. A novel which contains wit, humor, and a delight in the beauty of life generally. It is a keen study of character and brings to the reader a "new awareness" in his own experience.

"The Coming of Amos," by William J. Locke, published by Dodd, Mead & Co., New York. A story in which Locke introduces a most unusual character in a simple, uncouth giant from Australian ranges, into the ultra-modern fashionable life of twentieth century Europe.

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"A Fool's Hell," by Rosita Forbes, published by Henry Holt & Co., New York. The scene is in Egypt; the heroine is "as beautiful as any heroine can be," the hero has a wonderful faith in all women. A Turkish Bey and his grandiose harem are introduced. The Turk elopes with the hero's wife. The great open spaces of the East are unveiled, as it were, and there real men are found.

"The Seventh Shot," by Harry Coverdale, Chelsea House, New York. An exciting detective story with the scenes laid in a theater near Times Square, a hotel or two and a near roadhouse. The mysterious question of who fired the seventh shot in the plot which is woven round the murder of Alan Mortimer, whose fascination for the opposite sex has made him few friends and many enemies. The characters are realistically drawn and the whole plot is plausible. It is more like a piece of life than a part of fiction.

A new novel by George F. Hummel is published by Boni & Liveright, entitled "Subsoil." Cornell Greening is the author of "The Wishbone Man," published by Century, which he has dedicated to Jackie Coogan. William Allen White has written a book, "Woodrow Wilson; The Man, His Times, His Task," which is to be published in October by Houghton-Mifflin.

A collection of Lafcadio Hearn's writings will be issued this fall under the title of "American Miscellanies," by Dodd, Mead & Co., New York.

John Bojer, the famous Norwegian novelist, has a new book, "A Pilgrimage," published by Century. Bojer writes "brief" novels, for they are only about half as long as those of the majority of his European contemporaries. And yet these short novels are as big as life itself in their compass. One of his earlier works he has called "Life," a challenge to other writers. "Pilgrimage" is the pathetic story of a young woman, Regina, giving up her illegitimate child. The "pilgrimage" is through her own black night of despair, when, lonely and half-mad, Regina hunts brokenly, fearfully, tirelessly, for the child which has gone from her.

Mary Roberts Rinehart has a new book which is published by Doran, New York, entitled "Temperamental People." Among these stories, "Cynara" and "The Secret House" are marked by a reviewer as deserving a place in any anthology of "best American short stories."

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"CRACKERS IS BETTER"

Some of the misguided ones traveled down to the southland by the medium of a buffet train. They figured that so long as they could obtain a lunch—no matter how light, all would be well, for a substantial dinner awaited at the end of the journey.

However, fate intervened and the freight car ahead was thoughtless enough to lose a wheel, right in the tunnel, and despite the fact that we had the private car of a distinguished candidate attached, we were forced to lie over for two hours. But fate was still more unkind to the candidate, for we were marooned in a wilderness of rock and sand with not a listener in sight. Consequently, at the first stop all he could tell in the limited time allotted was that he could tell them something about something if he had time.

Enough for the candidate; we have the more important subject of lunch to deal with. It required a great deal of time to serve, and consisted of two dubious-looking tamales, which not only failed to satisfy our appetite, but discouraged further adventures in that direction. One of our fellow travelers was heard to murmur as she adjusted herself before the lunch shelf, that this was her first experience with a buffet lunch, whereat the new publicity chairman remarked that she hated to discourage her, but it was going to be a long time before she suffered the experience, as the cook, newsboy and waiter were so ungodly slow.

It was a great shock later in the day to learn that we must again go through the ordeal or go extremely hungry. When we settled down behind the "shelf," and the bill of fare was placed before us, a voice piped up, "Why, it is the same as we had this noon." "Yesum," was the response, "only we ain't got most of that." Try as we would to divert the discussion of food into a bread channel, we were repeatedly sidetracked to a cracker suggestion. "Yesum, bread; but crackers is better with sardines. Yesum, but you'll like crackers." The new publicity chairman began to get peeved, and upon her stating that while crackers were all right, they did not appeal to her, the murder was out—they had crackers, but mighty little bread. We survived, but insult to injury—upon arrival at our destination we learned of a friend who left Bakersfield at noon, in a nice car and all alone, plenty of room and anxious for company.

GLEE CLUB

With the return of Miss Laura Anna Cotton from Santa Cruz, where the California Trio of which she is a member made music at Casa del Rey during the summer, our Glee Club—sometimes better known as the Anvil Chorus—is again in session. Everyone who enjoys singing should join it. Visitors are welcome, Monday evenings, at 7:30, at the Club rooms.

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No Business Woman in San Francisco can afford to miss the Series of Meetings on

VOCATIONS FOR WOMEN

Next Meeting, Monday, October 27, 1924
at 8 P. M.

DR. ROY W. KELLY, Director Industrial Relations, Associated Oil Company

will give an address on

PERSONNEL PROBLEMS

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THE PRE-SCHOOL AGE CHILD

To those interested in the training of children and who are trying to understand what part—Heredity, Physical and Psychological Examinations, Emotional Development and Control, Incentives to Action, Dependence versus Independence, Environment, Storing the Subconscious, Sympathy, etc.—have had, and what part they now have in influencing their lives, we recommend the possession of the book,

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By *Lillian J. Martin, Ph. D.*
Clare de Gruchy

On sale at the leading book stores for $1.00. Use it as a Xmas gift.

(Advertisement)

A recent census of first-class office buildings in New York City developed the fact that in one typical office building with a total population of 10,868, the proportion of men to women was two to one, as against four men to every woman ten years ago.

Jennie Hoyle tells the editor she is to "lay off" that "little Jennie Hoyle" stuff hereafter; that she can't make the proper impression on the younger generation when they see their esteemed relative referred to in that manner. Well, we'll be good.

The members of the Dancing Class felt that they had put a large feather in their cap when Mrs. Mary Stehley Close consented to lead them again this year.

If dancing to the additional accompaniment of laughter heard half way down the stairs is any indication of pleasure, there was plenty of it last Monday evening, when the first session was held. It may be necessary to install an exhaust for exuberant spirits if enjoyment increases with practice.

Those who enjoyed Mrs. Close's direction last year are highly enthusiastic about the work. If the Club members knew what good fun we had, they say, there would be a rush to join. Visitors are invited to attend Monday evenings at 6:15.

DRAMATIC SECTION

If the old saying that the largest forces work silently is true, the Dramatic Section is doing a tremendous job. We hear little from them, but that little is portentious. Some day there will probably be an upheaval which will disclose our now familiar contemporaries as Maude Adams, Bernhardts or Tanguays. In the meantime, the Section is holding regular weekly meetings. For information, phone or write Miss Ethel Jones, care *The Journal of Electricity*, 883 Mission Street. Kearny 918.

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Weekly Program

575 Market Street — Phone Kearny 3416

BUSINESS MEETING AND DINNER

Tuesday, November 4th, at 6:15 P. M.

Price 75 Cents

EXTRA

Cammilla Morgan, Arline Cavins, Johanna Heim and Nell Palmer will give reports of the B. P. W. C's convention they attended this month. If they tell the truth and nothing but the truth this ought to be anything but a dry business meeting.

MAKE YOUR RESERVATIONS EARLY.

SAVING THE COUNTRY

By Z. Clement

We are about to go through the usual agony with which we are afflicted every four years of "saving the country." The Presidential candidates and their supporters are exceedingly busy talking, the usual straw ballots are being cast which would indicate that pretty nearly all the candidates will be the fortunate choice—depends on the territory the ballots come from; Old Glory is frantically waved; our "loyal sons" are spoken of with much fervor; parades are the order of the day, and bands are much in evidence.

All parties are alike—their advocates tell of the wonderful benefits that will accrue to the people if their particular brand of salvation is selected for the honor, and while we ought to know by this time just how little they really can and will do—having had many years of actual demonstration, most of us still appear to be looking for miracles, for truly, "hope springs eternal in the human breast."

It is interesting to listen to the pot making derogatory remarks about the kettle, and it is foolish to take it seriously, but as a matter of fact the more foolish the statements the more seriously they are accepted and passed around, with the usual embellishment.

We demand of our candidates that they be courageous to the point that they will appear to enjoy being targets for mud and victims of distorted imaginations; that they throw open the door to their lives so that the curious may pry and paw over their most personal possessions, prod their emotions, and parade their weaknesses. To what end? No one knows. If this was done before choosing, so that we might select the fit and reject the unfit, it would be a different matter, but this is done before, after and for all time, even though the unfortunate be giving his best to the work of upholding his oath of office.

Meanwhile, behind the Presidential smoke screen the real lawmakers and would-be lawmakers are getting busy, and no one is paying the slightest attention to them. They are the candidates for House and Senate, both State and National; they are the ones who really have the power to do and undo; to burden with taxation and encumber with useless laws. Even though their intentions are good when they reach the desired goal and bump up against precedence, prejudice and custom, it is the exceptional candidate only who can make any impression and keep up the fight, and we seldom elect "exceptions"; as a matter of fact we pay less heed to selecting lawmakers than we do to selecting office managers. It doesn't take much to realize that a poor salesman or an incompetent manager or superintendent is an expensive item to any business, but few of us seem to realize that government is a business, and it is peculiarly our business, and that it isn't any impersonal, intangible body that pays the losses or for the folly of mismanagement and incompetent government—but we, each and every one of us—must pay for it.

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CLUB NEWS

By ESTELLE V. WALKER

Round Table Luncheons have proven so popular, that instead of limiting them to Friday, we are now holding them Mondays and Fridays, and just prior to election we will have talks on the amendments Mondays, Wednesdays and Fridays. The first talk was given by Harriet P. Tyler on Wednesday the 22nd; Jennie L. Hoyle talked last Friday, the 24th; Arline Cavins, Caroline Nunlist, Harriet Tyler and Jennie L. Hoyle will be the speakers for the week of October 26th.

On October 10th, Mrs. A. F. Cosgrove, who has just returned from New York with the laurels for the California Hairdressers' Association, having been instrumental in capturing the convention for San Francisco for 1925, gave a report of the convention and a discussion on the "Bob." She reports that "bobs" are being covered for evening, but shingled heads are the order in the day time. She feels that two or three years will see the end of the "bob."

On October 17th, Mae Cummings, of the National Ice Cream Co., told us of the ice cream industry, beginning with the procuring of the raw material to the delivery of the finished product on the consumer's table. A practical demonstration was given by serving a "Sarah Bernhardt" frozen pudding; it was delicious. The National Ice

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Cream Co. invited us to come and see for ourselv the actual working of their plant as outlined b Miss Cummings, setting the invitation for Satu day, October 25th. A number attended, and ha a most interesting and enjoyable afternoon; mar of us still had in mind the old tub and freeze with its pack of salt and ice—only on a mo gigantic scale, and the marvelous sanitary equi ment of an ultra modern plant was a revelatio We are indebted to Miss Cummings and her Co pany.

While out riding with Miss Heim on Monda morning, October 20th, Miss Mae Cummings, c the National Ice Cream Co., was thrown from h horse, and suffered a black eye, a cut head an two sprained fingers. Fortunately, the injuri were not serious. The accident was due to th horse stumbling.

Miss Gail Laughlin has returned to Portlan Maine, where she is practicing law, having bee recently admitted to the bar there. Miss Laughli is now a member of the bar in the States of Ne York, Colorado, California and Maine.

It will be impossible to finish the vocational d rectory unless the members fill out and return th questionnaires recently mailed. Kindly attend t this promptly.

Our new Secretary, Miss Holdrun, will be i the Club rooms daily, except Saturday, from te to three, and all phone messages and inquiries wi be given careful attention.

Personal items for this column should be give or mailed to Mrs. Estelle V. Walker. If th bulletin is to serve the purpose of keeping th members in touch with each other, each membe must do her part in keeping the Club editor ad vised. Let us know what you are doing—if yo argued with the traffic cop, as I understand one o two have recently—tell us about it, and advise u the proper procedure in such cases; have yo changed your position, or are you thinking of doin so; do you contemplate matrimony, or would yo like the name of a good divorce lawyer? Are yo feeling unusually well, or do you think you hav the flu? Perhaps you have purchased some o stock, or are contemplating beating the high co of rents by building a house. We are looking fo news—what have you?

ADVANCE PROGRAMS

November 11—Armistice Day—No meeting.
November 18—Dinner. Speaker, Dr. B. M Rastall, Manager Californians In

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OUR FORMER PROGRAM CHAIRMAN

PHILADELPHIA, PA.

Mrs. Genevieve Allen, of San Francisco, has arrived to join in the "Women for Congress" campaign, which is being conducted in Pennsylvania by the National Woman's Party.

Mrs. Allen, who is one of the best informed and most astute political students of the Coast, has just returned from an extensive trip abroad, where she was sent as international representative of the Woman's Party to confer with leading feminists of other countries. She was for thirteen years Executive Secretary of the Civic Center of San Francisco, and was last year Legislative Director for the organized women of California in obtaining reform women's legislation.

While in Europe, Mrs. Allen attended the fifth session of the League of Nations. In Geneva she had conferences with Miss Sophie Sanger, head of the International Labor Department from England, and Miss Marthe Mund, of Germany, who is in the same department; with Miss Frances Wilson, an American, who is Librarian for the League of Nations. In England she conferred with Miss Jewson, member of the English Parliament, and Tom Shaw, Labor Minister, and Mr. Pethick Lawrence, of the British ministry. Mr. Wickham Steed, former editor of the London *Times*, and now owner of the *British Review of Reviews*, entertained with a tea for her.

Mrs. Allen states that it is quite certain that within the next four years the women of Italy will receive the vote. Men and women of prominence in public life both concede that, and expect that it will be granted at the next parliament. In England, she was interested to find that the Women's Political League is fighting for legal equality in the same manner as is embodied in the equal rights amendment which the National Woman's Party is sponsoring. Miss Sanger, she quotes as saying, that there is more and more a growing tendency in England to make labor legislation to affect men and women alike, and less tendency to limit women in industry.

Mrs. Allen has undertaken to organize the colored vote of Philadelphia in the "Women for Congress" campaign. She is speaking in their churches and societies, and is organizing street meetings.

Mrs. Allen says: "I find the colored people very responsive and ready to enlist their interest in such a forward looking campaign as our 'Women for Congress' movement. They see the possibilities of reform in this idea, and have given their help readily. We have found some splendid speakers among them."

The Woman's Party is conducting a campaign to elect five women to Congress from Pennsylvania. All will support the Equal Rights Amendment. Workers from all over the country have gathered in that State to campaign for the five women, and political party affiliations have been laid aside. The candidates represent three political parties.

WANTED

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NOT FOR PROFIT

"Having secured the biggest piece of pie," said the Bill Clerk, as she compared the size of her piece with the one deposited in front of the Stenographer, "you should feel amiable this noon, and not be screwing up your forehead as you are now doing. What is disturbing your mental equilibrium?"

"Well, there is one thing, I didn't swallow the dictionary before I came; therefore, the pie will be none too large, for my appetite is unimpaired—equilibrium—huh," was the reply.

"Don't betray your jealousy; of course, I realize your early education was sadly handicapped; but why advertise the fact?" retorted the Bill Clerk.

"For heaven's sake," said the File Clerk, "quit quarreling and get started; get it out of your system; if we have to listen to it, make it snappy."

"Well, I've been back to 'Elemental Principles.' It was an article directed at our new emigration restriction, but it was entitled, 'Is Business Conducted for Profit Only?' Very subtle, is it not? Nothing in that title sounds the least bit like 'emigration,' does it? Yet it endeavored to prove that an unlimited supply of labor was a consummation devoutly to be desired, because it meant maximum production; and minimum production must of necessity mean higher costs to the dear public; minimum production due to a scarcity of labor meant higher labor costs, which, of course, t public must pay for; it would not affect the man facturer; he simply passed it on. That was t one frank statement in the whole article—you b he simply passes it on—doesn't waste any tin about it; but when the thing slides downward, t passing on is not so speedy. Labor is the last go up and the first to go down. Men do not into business for the purpose of supplying publ needs, as stated, but they go with the hope that t public need exists, and they spend immense sum creating that need, increasing it, squeezing it wh the opportunity presents, for still the bulk of h manity is interested in making a pile and makin it quickly—that is the curse of the whole indu trial system. Everybody wants theirs, general speaking, and they step all over the other fello trying to get it. It is only when we make som thing that is worth while, make it well, and de fairly with all who participate, either in t making, marketing or consumption, that we real build for permanency, build upon the rock and n upon the sand, build to the glory of labor and t honor of industry."

"My, but you are in a preacher-like mood th noon," said the Bill Clerk.

"Ought to be after eating this pie; it certain was created by an artist in that line; could I r main longer with you I would have another pie See you tomorrow."

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Official Publication

San Francisco Business and Professional Women's Club

VOL. I | NOVEMBER 8, 1924 | No. 19

Weekly Program

575 Market Street — Phone Kearny 3416

Our regular meeting day this week is

Armistice Day — November 11

Members are requested to gather at

CRISSY FIELD, 2 P. M.

where we shall participate in the aviation program of the United States Army. This promises to be the greatest flying Circus and military tournament held in this city.

Get Your Ticket at the Club Rooms

Your 50 cents will go for the maintenance of the Army Relief Society.

SELLING SERVICE

By Z. Clement

While at a meeting recently where personnel roblems were being discussed, one of the speakers as asked why an applicant for a position was as rule apparently constrained and timid so that he interview was usually unsatisfactory all round.

The question went unanswered, although it was ot difficult. Contrary to an impression that metimes seems to prevail, there are very few eople in this world who seek work merely to be ccupied or to get a little spending money. We eek work because we need it; as a rule we need badly; consequently, we are apt to worry ourelves for fear some careless word or action on ur part will jeopardize our interests when seekg a position, and for this reason do the very ing we should not do—namely, cease to be natral.

The less we know the greater our attempts to issemble, and the more stupid we appear. An mployment or personnel director who is a good udent of human nature and possessed of suffient patience, will probably be able to put applints at ease and in that way may more or less orrectly gauge their ability.

Getting a position is a job of salesmanship—is one of the biggest efforts at salesmanship at most of us are called upon to put forth. It also an advertising problem. The trouble is ost of us endeavor to advertise that we are mething we are not—it is because our advertising falls flat that we appear stupid, and are unable to register.

Our clothes are the wrapper in which the product goes out to the buying public—in this case the employer. They should be clean and neat but not gaudy; they should be of suitable material, and not shoddy or tawdry. Many a package gets the best display space on the merchant's shelf because it is substantially attractive—well labeled, with a color scheme that not only denotes care, but blends pleasingly with the surroundings.

To sell service advantageously requires that the seller must have full confidence in what he is offering—not over-confidence; that is just as bad as too little, as it leads the applicant to attempt the impossible, with subsequent failure.

Next, we should endeavor to inform ourselves fully as to the market where we propose to sell our service, its requirements and possibilities. Do not waste time working an unprofitable or undesirable field.

If you are successful in securing the position you are after, give it at least as fair a trial as you expect to receive. Don't quit at the first disagreeable thing that shows up, unless a matter of integrity is involved. You will find something disagreeable in every position, the perfect position, the perfect employer, and the perfect employee do not exist, and we hope such a monotonous combination never does exist.

(Continued on page 2)

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
Single copies ..... .05

L. B. LAPACHET.....*Publisher*
DR. SUSAN HARRIS HAMILTON....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

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Vice-President .....Z. Clements
Secretary .....Camilla Morgan
Treasurer .....Grayce Redman
Auditor .....Winifred Kerr

Honorary President, Lillian Palmer

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Mae E. Barr — Lilian Elias
Johanna E. Heim — Clotilda Gabriele

COMMITTEE CHAIRMEN

House Committee.....Charlotte S. MacCuaig
Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

Selling Service *(Continued)*

It is surprising but the most unattractive propositions most frequently develop into the greatest opportunities when some one comes along with patience enough to stick long enough to develop the field.

The price of success is eternal vigilance. Leave nothing to chance, and remember that every bit of work you do is your personally written advertisement.

You have to be a good advertiser to get the best opportunity to sell your service, but you have to back up your advertisement with real ability if you expect to successfully compete in competitive fields where the best prices are paid for services rendered.

POSITION WANTED

As a stenographer, secretary or bookkeeper, I wish position with a small office where an executive would be invaluable. Experienced in engineering, architecture, construction, contracting and building materials work. Address, Box 101, BUSINESS WOMAN, 575 Market Street.

FUTURE DATES

Nov. 18th.—Dr. B. M. Rastall, Manager Californians, Inc.
25th.—Hon. Donald Campbell, British Consul.

We have three expert hair cutters, artists in their line at
COSGROVE'S HAIR SHOPS
360 Geary Street, San Francisco
815 Clement Street, San Francisco
2331 Telegraph Avenue, Berkeley
Established 28 years
MR. & MRS. A. F. COSGROVE

CLUB NEWS

By Estella Walker

We have missed Mrs. Blockburger lately, ar it is with great regret that we learn she is confine to her home by illness. We trust it will not l serious, and that she will soon be back with u again.

Our President, Dr. Susan Harris Hamilton, h been appointed to serve on the Mayor's Committ for the Armistice Day program.

Those who missed the Hallowe'en party misse a good time—according to the comments I hea it was "the best yet." From the time the Poli Quartette opened the program to the end of t evening there was something doing every minut and prizes for all games. Besides the Police Qua tette the Firemen came with their orchestra, ar gave us several selections and songs.

Miss Ethel Jones read us a ghost story l candle light; Mrs. Mary Stehley Close, our Dan ing Teacher, gave us a ghost dance; then the was a dressmaking contest, bobbing for apple musical chairs, fortunes, grab bag, and a real li fortune teller, Madam Carou. Our head wait and orchestra leader, Marco, sometimes known Mrs. Wise, was the life of the party. All in a Mrs. Kohlwey and her assistants may well proud of their efforts to put on a good time.

TRAINING OF CHILDREN

To those interested in the training of childr and who are trying to understand what part Heredity, Physical and Psychological Examinatio Emotional Development and Control, Incentives Action, Dependence versus Independence, Enviro ment, Storing the Subconscious, Sympathy, etc. have had, and what part they now have in infl encing their lives, we recommend the possession the book,

"THE MENTAL TRAINING OF THE PRE-SCHOOL AGE CHILD,"
By *Lillian J. Martin, Ph. D.*
Clare de Gruchy

A suitable Xmas gift to be found at leadi book stores—priced one dollar.

(Advertisemen

DANCING CLASS

As per usual, the Dancing Class will meet Mo day evening at six o'clock. Those of you w wish to reduce, be sure to come. Those of y who wish to put on weight, be sure to come, they say laughter will make anyone fat, and y will get plenty of that in these classes.

449 Mason St. Cor. Post. Prospect 89

ANNA S. HUNT
GOODWIN CORSET SHOP

Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

FRANCIS FLORAL CO.
437 Powell Street, San Francisco
"Say It With Flowers"
Don't Forget Our "WONDER BOX" $1.00 to $5.00
Out of Town Orders Solicited
Phones: Douglas 4041 Douglas 1132

FRESH AIR AND FRESH WATER

Dr. J. Wm. Bohrer, writing in the October number of the *Osteopathic Magazine*, says:

"One of Nature's most powerful preventative of disease is sunlight. For that reason abundant sunlight should be allowed in the streets, homes and workshops. The great Russian scientist, Metchnikoff laid the foundation of our knowledge of this subject. He showed by the use of the microscope the daphnia, a small crustacean with transparent tissues being fed with a fungus. When the fungus found its way to the body cavity it was attacked by the phagocytes, ingested and apparently destroyed. But after a time the fungus began to grow and the phagocytes could not multiply fast enough to attack them. As a result, the animal dies."

Fresh air and fresh water cost nothing, yet thousands die every year whom fresh air and fresh water would have saved. We live absolutely surrounded by bacteria, tens of millions of them live within our bodies. Though the great majority of them are harmless, a few are deadly to man. Every minute persons die of tuberculosis in the United States. They could all be saved—millions of lives could be saved every year, if it were possible to get rid of one tiny, pernicious enemy, the germ of tuberculosis. Malaria and yellow fever could be wiped off the face of the earth if it were possible to exterminate the mosquito.

—*Contributed by* Dr. Susan Harris Hamilton.

GLEE CLUB

Don't forget the Glee Club—it meets Monday evening at 7:30, at the Club rooms. Come and make our Glee Club a big one. Down at Bakersfield they had a membership of about forty in their Glee Club, and there is no reason why we couldn't be just as Gleeful as they are.

COOKING LESSONS FOR MEN

And now the gas companies are to have cooking classes for men!

This was the announcement made by the domestic science experts of gas companies at the recent convention of the American Gas Association.

The first evening class for men has been established already by the Laclede Gas Light Company, of St. Louis, with Miss Helen Wetherell in charge. Brooklyn, Chicago, New Haven and Denver are expected to organize classes for men before Christmas.

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Invaluable for Rheumatism, Tired Feet and Aching Muscles when used in the bath.
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Heim's Orthopedic Shoe
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Phone Lakeside 5531
SAN FRANCISCO
228 Powell Street
Phone Kearny 4591

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619 California Street Douglas 4633

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Renting Lists Furnished
Phone Sutter 5420 57 Sutter Street

Armistice Day Program Arranged by Citizens' Committee

10:00 a. m. Dedication of Palace of the Legion of Honor. Addresses will be made by Mayor Rolph, Senator Shortridge, Capt. F. H. Ainsworth and Supervisor E. E. Schmitz, who will speak in behalf of Mrs. Alma de Brettville Spreckels. There will also be an invocation and musical selections.

12:00 m. Under a committee of the Army, Navy, R. O. T. C., and Boy Scouts, Commander J. E. Foy, Chairman, buglers will be stationed at strategic points to sound Taps, and all business will stop for a period of two minutes in reverence to the dead.

2:00 p. m. An aviation and military program at Crissy Field will be given in the afternoon under the auspices of the United States Army.

8:00 p. m. A short program will be given at the Civic Auditorium, consisting of the presentation of the colors by all veteran organizations; the American Legion ceremony for Armistice Day; an address by some overseas man, and several musical selections. Following this program there will be general dancing in the Civic Auditorium for the balance of the evening.

MRS. W. C. RALSTON
Notary Public
159 Sutter Street, San Francisco
Telephone, Garfield 5279.

WANTED
Position for a man 47 years old, has wife and seven children. Must be placed before Thanksgiving-Watchman Elevator or work of any kind.
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SPECIAL COLLECTIONS

The Business Woman

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San Francisco Business and Professional Women's Club

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Weekly *Program*

575 Market Street — Phone Kearny 3416

DINNER

Tuesday, November 18th, at 6:15 P. M.

Price One Dollar

DR. B. M. RASTALL, Manager of Californians Inc.,
will tell us of the glories of California.

Stereoptican views will be shown.

MAKE YOUR RESERVATIONS EARLY.

THE UNCHANGING PAST

Z. CLEMENTS

I have just finished reading a most delightful ook, a very clever satire on the modern business- an as he sometimes happens. A human misfit of o particular ability, of such limited education nd experience that he hasn't sense enough to see he possibilities or lack of possibilities of the ven- ures that come within his reach, therefore he orries not about the future, takes whatever comes is way, and lands like a cat—on his feet—in spite f himself. The book deals with his career from he insignificant start until the time he is press gented as part of an advertising campaign for is product, finally landing in the columns of a opular magazine where his meteoric success is eralded as the triumph of stern application to uty over the dead weights of early ignorance and overty that tried in vain to hold him from the oal. You know the story, you read them often nough, and have you ever noticed how they all ollow the same time worn rules of business con- uct in mounting the ladder of success, the prin- ipal one of which is that you mustn't watch the lock when the other fellow is paying for your me.

There is one chapter that brings to mind—"IF I AD MY LIFE TO LIVE OVER AGAIN," herein one of the stepping stones of the hero's rogress reviews the inexorable past during which has sowed the seed for the reaping of the present. It is a splendid page, and I am going to quote you these two lines: "It is a curious fact that everything in the universe is subject to change except the Past. Even God himself cannot change a past event."

We agree with the author that there is "something cold and terrifying in this thought," which is nothing more or less than a statement that the sowing of the past must be the harvest of the future, what is done cannot be undone, cause must be followed by effect.

It behooves us to think well how we prepare the field or neglect it, and what seeds we plant in this, the present, which all too soon becomes the past, the past which demands its accounting of the future. It is not possible for us to undo its mistakes, to count its work for naught and seek to evade the harvest, the crop planted by human strength, or slighted by human weakness is the one harvest that never fails, be it for good or ill.

The joy we plant unthinkingly today will bring us happiness some future time when it is needed; the unkindness that we utter on the impulse rises to mock us when we least expect it; the painstaking effort we have put into our task, produces a reputation for thoroughness and reliability which is invaluable; the faith and confidence we have shown in those who work with us, will come back to us some day to drive away despair when it is most needed.

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HERE AND THERE

An article in a recent issue of *Printer's Ink*, calls attention to the fact that Henry Ford's advertising appropriation for the next year is $6,000,000.00; that William M. Wrigley, head of the chewing gum organization that bears his name, directs an advertising appropriation that sometimes exceeds $3,500,000.00 annually, the purpose being to sell chewing gum and Fords respectively, therefore the funds are designated as "advertising appropriation," and no one hints that they are to be used for the purpose of corruption. But when a political campaign committee starts out to spend $3,000,000.00 to advertise an election, then the voters are warned that it is a "slush fund," and yet the amount involved for a national election campaign, which must reach every one, is insignificant when compared with the amount industry spends in efforts confined to limited fields comparatively speaking. Perhaps, as the article states, that is the answer to the question: "Why don't Americans vote?"

A Boston firm recently prepared a color chart for the purpose of teaching Boston women the importance of colors. With this chart the customer's complexion is first determined, and with that determination as a basis the salesman demonstrates to the customer the colors she should or should not wear.

We have three expert hair cutters, artists in their line at
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360 Geary Street, San Francisco
815 Clement Street, San Francisco
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Established 28 years
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CLUB NEWS

ESTELLE V. WALKER

Our business meetings are real family dinners where just among ourselves we have a good time At the last one, in addition to routine business special reports of the Convention were given b all who attended, amid much laughter and pleasan banter. In addition, our Glee Club furnished th music for the evening, and it was most enjoyabl So infectious was their example that they finall succeeded in getting the entire membership presen to sing a round. We hope they will sing for u next time, and many times.

Dr. Hamilton had arranged for a radio, so tha those who wished to stay and hear the election re turns in comfort, were able to do so.

Clotilde Grunsky has just returned from a si weeks' trip throughout the East. She states tha she carried an umbrella with her on the trip, bu did not have to use it until she struck Spokane o her way home, and she has needed it ever since.

There is something doing at the Club ever Monday and Friday noon, and it is worth whil being present on those days. Yesterday we wer told how to get the right position, how to keep position after you get it, and how to get th proper pay for the work. The speakers all talke from experience.

There is another Monday night next week, an the Glee Club will glee as usual. Come on an join us.

We are very sorry to hear that Mrs. W. F Hamilton is very seriously ill with pneumonia. W send her our best wishes for a speedy recovery.

FUTURE DATES

November 25th—Hon. Donald Campbell, Britis Consul.

December 2nd—THANKSGIVING DINNER.

We are glad to welcome the following new mem bers into the Club:

Elizabeth Livermore—Teacher.
Alta P. Preston—Bookkeeper.
Celia A. O'Brien—Life Insurance.
Helen Mahlum—Private Nurse.
Mrs. Violet Neuenburg—Organizer.

The Division of Building and Housing for th Department of Commerce announces that 26 cities now have zoning ordinances.

449 Mason St. Cor. Post. Prospect 892
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GOODWIN CORSET SHOP
Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

WANTED

Representatives in each locality to take orders for our high quality silk lingerie and hosiery. Hosiery is guaranteed by a bond against runners. We sell direct from factory. You can build a permanent business that will bring you an income of from $200.00 to $400.00 a month. If possible call at office, if not write to

STAR SALES CO.

612 Hearst Building, San Francisco

Conditions and methods change in the business world, and it behooves us all to keep pace with them. John W. Scott, farmer, writing in the *Nation's Business*, under the heading: "Farming Is Just a Business," states: "It has been hard for me to regard farming in its new light as a business. I am not a young man any more, and have been engaged in farming ever since I can remember, and I can remember when it wasn't a business at all but just a living all within itself, where a man could shut himself up by building a Chinese wall around his place and die happily of old age—yes, and even of the gout! without asking anybody for anything.

"That was because in the old days farming really hadn't become a part of the specialized machinery of business. Farming was the hangover from an age that passed many centuries ago; an age in which most men did everything for themselves, and it is only recently that farming has entered the progressive world of business affairs and taken its place with other specialized lines of business."

Come to the Club rooms Monday night at 6 o'clock and try for that sylphlike figure. The Dancing Class meets again.

We were glad to welcome our new member, Miss Helen Wright, of the Industrial Association, who attended our last meeting for the first time.

Our good member, Mrs. Marie Jensen, has deserted San Francisco for Richmond, where she is working for the Chamber of Commerce. We were glad to see her at our last meeting, and trust her living in Richmond will not prevent her coming to see us once in a while.

DO YOUR

Christmas Shopping Early

Next Meeting, Monday, November 17, 1924
at 8 P. M.

Dr. Edith Hammond Williams

will give an address on

"Health-A Business Woman's Greatest Asset"

Mrs. M. V. Greene

Director of Personnel Service, The Emporium

will discuss this subject from the standpoint of the Employer

Under the Auspices of the

Women's Banking Department

Bank of Italy

Market, Powell and Eddy Streets
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Room 48

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RECENT FICTION

Have we spoken of Joseph Hergesheimer's "Balisand?" I think not. Knopf is the publisher. The story deals with the spirit of our country in the days of 1780, but it is not an historical narrative, although it is in the time of John Adams and Thomas Jefferson, the presidency of the former and the power of the latter. But Hergesheimer is too much the story teller to do aught but touch on political events. The story is of Lavinia Roderick, "the fairest flower" of Henrico County, Va., and of Richard Bale, of Balisand, a Virginia gentleman. It is a fine story, written by a firm, fine hand.

"The Fox's Paw," published by E. P. Dutton, is the last novel from the pen of Ramon Perez De Ayala. De Ayala is rated by the best critics as the most gifted of the contemporary Spanish writers. This story is of the life of a young Spanish gentleman, and is brilliantly told.

list of the Britisher.

"At the Foot of the Rainbow," by James B Hendrys, G. P. Putman's Sons, N. Y., is a tal of the great Northwest. It is a tale of intrigue of crime and adventure. It is told most inter estingly.

"The Crystal Claw," by William Le Queux Macaulay Co., N. Y., is a detective story whos mystery is baffling and whose plot defies detection

"Queen Calafia" is the last novel by Blasc Ibanez, published by E. P. Dutton & Co., N. Y It is a story of California.

"This above ALL," is a "first novel" b Harold Speakman, writer of several books o travel. The theme of the book is really a ques for sincerity in work—creative work—and hon esty in living. A fine theme upon which to hang story. The hero finds his salvation, not really i

Books reviewed on this page and all late fiction,
for rent at
AYERS CIRCULATING LIBRARY
90 Sutter St. Kearny 2727
5 cents per day—no membership—no dues

"The Uncertain Feast," by Solita Solano, C. P. Putman's Sons, N. Y., is, as one critic put it, neither "uncertain nor a Barmecide literary feast." It deals with the success of one, Daniel Greer. It is a story for the sophisticated, if by that one means exploitation of the sex impulse—or shall we say the sex complex?

They say that our California writer, Mrs. Gertrude Atherton, is widely read in England, particularly "Black Oxen." Rex Beach came more into prominence on account of the Rodeo which was the sensation at Wembley. Edith Wharton, Hergesheimer, and Sinclair Lewis, are all on the

the woman that he loves, although the love is worth while; he finds his salvation where every othe individual must find theirs, whether within o without the pages of fiction—in himself.

By E. Phillips Oppenheim, "The Passionat Quest," Little, Brown & Co., Publishers, Boston Is a story of present-day life in London, and o a present-day girl who craves happiness.

"A Widow's House," by Kathleen Coyle, E. P Dutton & Co., N. Y. Is spoken of by a reviewe as "a brave, fine novel." It is a wonderful book full of the understanding of life—full of the pit of an understanding heart.

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WANTED
Position for a man 47 years old, has wife and seven children. Must be placed before Thanksgiving-Watchman Elevator or work of any kind.
Miss Gabriele - Graystone 1400
ASSOCIATED CHARITIES

DR. SUSAN HARRIS HAMILTON
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Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

LUNCHEON

Tuesday, November 25th, at 12:15

Price Sixty Cents

Speaker: **The Honorable DONALD CAMPBELL,** ***British Consul***

Subject: **Thinking Internationally**

MAKE YOUR RESERVATIONS EARLY.

HISTORY OF OAKLAND B. P. W. C.

By Jean De Lair

The Business and Professional Women of Oakland came together as an independent organization growing out of the Women's Bureau of the Chamber of Commerce, in March, 1917. Miss Bessie J. Wood was made temporary President. On completion of the organization, Mrs. Alice T. Burnell was elected President for the first year, Bessie J. Wood serving the second year. The Club met weekly at the Hotel Oakland, and noted women speakers were featured at the gatherings. During the strenuous war period, the identity of the Club became somewhat lost, due to the members joining various branches of the service, where their work would be most effective.

It was in October, 1919, in response to an invitation by Mae B. Wilkin, the Business and Professional Women of Oakland came together at a reciprocity luncheon, and decided that the business and professional women needed the inspiration to be gained from that something which comes from the fellowship of broader acquaintance. Informal weekly gatherings were continued, Bessie Wood Gustason presiding until March, 1920, when definite organization as a Service Club was effected under the name, "Business and Professional Women's Club of Oakland," and Mrs. Elizabeth Gregg MacGibbon was elected President. The other officers were as follows: Vice-President, Mollie White; Secretary, Mae B. Wilkin; Treasurer, Dora B. Cooley; Auditor, Jessie E. Eckles; Directors, Dr. Kibbe, Helen Power, Gladys H. Barndollar and Blanche Rollar. During the year of Mrs. MacGibbon's administration, the membership grew from the forty organizers to 175. Many of the members who have been the "stand-bys" of the Club joined at this time.

An outstanding accomplishment of Mrs. MacGibbon's regime was the inauguration of the nucleus of the Club room fund, which later resulted in the opening of the Club quarters. During this year the Club also joined the National Federation, and tendered a splendid reception to Lena Lake Forest, the National President. Representatives of the Club took part in the organization of the State Federation, Jessie E. Eckles becoming its first Auditor, and Mrs. MacGibbon was on the Board.

It was in 1921, during the Presidency of Mrs. Gladys H. Barndollar, when the Club-room fund had grown sufficiently to finance the Club quarters, that the location at 1741 Broadway was secured and equipped. Mae B. Wilkin was appointed Manager; and the Business and Professional Women's Club of Oakland found itself in the unique position of being the only women's Club, as well as the only Service Club in the East Bay District, to serve a daily luncheon to its members. Thus was established a medium for greater community activity, social and civic.

(Continued on page 2)

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L. B. LAPACHET.....*Publisher*
DR. SUSAN HARRIS HAMILTON....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

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Vice-President .....Z. Clements
Secretary .....Camilla Morgan
Treasurer .....Grayce Redman
Auditor .....Winifred Kerr

Honorary President, Lillian Palmer

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Johanna E. Heim — Clotilda Gabriele

COMMITTEE CHAIRMEN

House Committee.....Charlotte S. MacCuaig
Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

BESSIE WOOD GUSTASON

who presided over the first meetings of the Oakland Business Women

Mr. and Mrs. A. F. Cosgrove

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San Francisco

History of Oakland *(Continued)*

Mrs. Barndollar served two years as President—during 1921 and 1922—during which time a junior membership was added to the Club; and an exhibit of the products of the various businesses represented in the membership was held in the Club rooms. The Christmas dinner festivities were inaugurated as an annual event, and many vital civic activities were carried on, frequently in connection with other Service Clubs. At this time the President of the Club was invited to participate with the Presidents of other Service Clubs in the "President's Round Table," and the Business and Professional Women's Club has since been represented in that group.

Vocational research work was carried on, with Miss Emily Palmer, of the Vocational Research Bureau of the University of California, heading the committee; and Miss Palmer was selected to represent the Club on the committee formulating the Women's Employment Bureau and Vocational Service, supported by this and other Clubs.

Dr. Lillian Shields, delegate from the Oakland Club to the National Convention at Cleveland, in 1921, pledged the support of this Club of the policies of the Federation, which action was ratified by the Club, and the local organization has continued to maintain its membership and close affiliation with the National group.

In 1922 the Club was represented at the National Convention at Chattanooga, Tennessee, by Mrs. Barndollar.

In October, 1922, Bird M. Wilson, as Chairman of the Club Property Committee, was directed to present plans for ways and means for acquiring a Club building.

The "Penny-a-day" plan, which was the first presented, is well remembered; right on the heels of this came Mrs. Anna L. Simpson with information relative to a piece of property well suited to the needs of the Club for its new building. Miss Wilson caught the vision instantly. A conference followed with Dr. Lillian Shields of her committee, and faith in the support of the membership of the Club was expressed to the extent that the necessary $500 deposit was immediately produced by the first ten members who could be reached by telephone. Then the "Own Our Own Home" program was launched. A campaign to secure the necessary $5,000 for the initial payment on the purchase price of $27,500 was started simultaneously, with the appointment of a committee to incorporate a holding company. Dr. Lillian Shields was the first President of the Business Women's Holding Company.

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Acknowledgment must be given to Judge E. C. Robinson, Edward W. Enge and Leon Clark who so generously and graciously gave of their time and legal knowledge of corporate affairs in the organization of the company. Dr. Shields, the President, put into the enterprise the energy and untiring zeal which is characteristic. Bird M. Wilson, the Vice-President, has given unsparingly of her legal experience and sound judgment, and has maintained an unswerving belief in the project. Mrs. Josephine McClenegan has rendered invaluable service, particularly in the stock selling campaign, for which her capabilities particularly fitted her—and many other loyal members, forgetful of their personal interests, have placed their whole hearts into the common cause.

At the close of Mrs. Barndollar's administration, a conference of Western State Clubs was called to meet in Oakland, having for its purpose the discussion of matters of common interest in the West to present to the National Federation.

During the year 1923, under the direction of Bessie Wood Gustason as President, the growth and progress of the Club continued.

The conference of Western States Clubs which had previously been called, convened as the guests of the Oakland Club on March 23rd for a two-day session, having for its purpose the discussion of matters of common interest in the West to be presented to the National Convention. Representatives from Washington, Oregon, Colorado, Idaho and Ohio, as well as many points in California, were in attendance.

As a preliminary to the National Convention in Portland in 1923, literature was procured from various California Chambers of Commerce, and forwarded to the many State Conventions for distribution among the delegates elected there to the National Convention; and an invitation was extended them to route their trip to or from Portland through Oakland, with the result that machines were kept busy for some time subsequent to the close of the Convention showing visitors about and selling Oakland to them. Delegates

(Continued on page 4)

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elected by the Oakland Club to attend the Convention at Portland were Dr. Lillian Shields, Bird M. Wilson; alternates, Sarah C. Borland and Mae B. Wilkin.

"Volume One—Number One" of the BUSINESS WOMEN'S HERALD was dated "July 2, 1923," and Editor, Zanette W. Potter, through the medium of the HERALD, has contributed something of inestimable value to the Club. As Director of Community Singing, Miss Potter has also been an inspiration to the members.

During this year the Club adopted as a definite policy the sponsoring in Oakland of the best in productions and entertainments; and it was in line with this program that the business women took over the management of the Stuart Walker plays for three performances in February.

In March, this year, Miss Susanne M. Chalmers was elected President of the Club, and during her administration the big event in Club history is being consummated—the new building is in the course of erection.

turned the trick.

Despite great handicaps, a splendid work has been done. And as the members face the future, they realize that a constantly increasing membership, united in spirit and working in their own Club home, has limitless possibilities for service offered them. And they are inspired to renew their pledge to promote the best for the community and for the nation.

Officers

Susanne M. Chalmers.....President
Mary Barmby .....Vice-President
Jean Baird.....Recording Secretary
Edith Bakewell.....Corresponding Secretary
Eunice Pritchard .....Treasurer
Sue Bradley .....Auditor

Directors

Gladys Barndollar — Dr. Minora Kibbe
Elizabeth K. Clow — Mrs. B. G. Whitaker
Bessie Wood Gustason — Miss Bird Wilson

The San Francisco Business and Professional Women congratulate the Oakland Business and Professional Women upon the possession of their OWN HOME.

Our Club has done much to promote understanding between women of all nations; we have entertained many women of international note, including Donna Lutz, representative to the Pan American Congress from Brazil; Jeanette Franklin, of England, and Countess De Roubilant, delegate to America in behalf of women's interests from Italy.

The Club is non-partisan, non-political, non-religious. Beyond the promotion of specific aims it places the ability to stand together, and how far it has accomplished this aim is evidenced by its last great achievement—the building in the down-town district of its own home. Team work

Editorial Staff

Zanette Potter .....Editor
Sarah Borland .....Counselor
Florence M. King.....Club Notes

House Manager

Mae Wilkin

Publicity

May Schuler — Jean DeLair

Junior Section

Dona Hans .....President
Laurie Thorne .....Vice-President
Nelle Stephenson .....Secretary
Harriet Bakewell .....Treasurer

TRAINING OF CHILDREN

To those interested in the training of children and who are trying to understand what part—Heredity, Physical and Psychological Examinations, Emotional Development and Control, Incentives to Action, Dependence versus Independence, Environment, Storing the Subconscious, Sympathy, etc.—have had, and what part they now have in influencing their lives, we recommend the possession of the book,

"THE MENTAL TRAINING OF THE PRE-SCHOOL AGE CHILD,"
By *Lillian J. Martin, Ph. D.*
Clare de Gruchy

A suitable Xmas gift to be found at leading book stores—priced one dollar. (Advertisement)

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I NOVEMBER 29, 1924 No. 22

Weekly Program

575 Market Street B&P WC Phone Kearny 3416

Tuesday, December 2nd, at 6:15 P. M.

THANKSGIVING DINNER and BUSINESS MEETING

Price One Dollar

Mr. George Billings, who is noted for his faithful and accurate protrayal of

ABRAHAM LINCOLN

will attend and give a brief talk.

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SPREADING CHRISTMAS CHEER

DR. SUSAN HARRIS HAMILTON

Do you wish to help spread Christmas Cheer?

The best way to be happy is to make others appy.

Have you stopped to think how many people are ist barely existing on what they earn, and will ot have one penny over to purchase a Christmas inner or to give a Christmas gift to some dear ne?

Perhaps a father is toiling away for the few ollars which would feed and clothe the family, it the mother or one of the children is ill and is earnings are needed for the doctor and medines.

Or perhaps a widow is struggling for a livelihood for herself and children. When her day's ork is done, she must cook for her children, do eir washing and ironing and mending and see at they are ready for school the next morning.

Or think of the young girl who is alone in the orld and has not reached the top rung of the dder. She has only a moderate salary, out of hich she must pay her rent, buy her food and othe herself properly for her business duties. ossibly, in addition, she has a dentist or doctor ll to pay off.

How much do you think any of the above will be le to spend for Christmas? There are thousands similar cases right here in San Francisco.

These people are proud and have never applied any of the charitable organizations nor to any of the churches for help, and it is hard to reach them.

We Business and Professional Women who do earn fair salaries would like to make some of our less fortunate friends a little happier this Christmas.

We would like your help.

First, we would like you to send to the Chairman of this Committee the name or names of any one or any family who, in your judgment, would be entitled to some help from us. Give a short statement of the case and what in your opinion would be the most acceptable way of helping them. Their names and addresses will be kept confidential by the Chairman and her Committee. Each case will be given a number. Please remember that we would like the names of people who are not already being helped by some charitable organization.

Second, we would like you to help us by donating as much as you care to give. If you do not care to give money, perhaps you have some serviceable gift that you can spare and that will make some one else happy. Money would be the most acceptable, as it will enable the party receiving same to use where most necessary.

Send all donations as soon as possible to the Chairman, Johanna E. Heim, 228 Powell Street, telephone Kearny 4591.

Distribution will be made on Christmas Day.

We are counting on your help.

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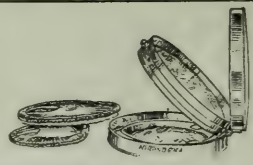
SAN FRANCISCO

Last Tuesday evening we had the pleasure of listening to Dr. B. M. Rastall, Manager of Californians Inc., talk on our beloved San Francisco. He illustrated his talk with stereopticon pictures, which told very graphically the large growth of Central California and the Bay Cities especially. During the past year Californians Inc. advertising has appeared in 175,000,000 copies of magazines; they have reached 7,500,000 more through their 212 reels of motion pictures. The growth of San Francisco in business, population and wealth has been wonderful. How many of you realize that San Francisco is the wealthiest city per capita in the country? Their advertising has been very successful in bringing new people to this country and he stated that at least 5,000 families had come here during the past year and were now successful in their line of work and happy in this country. Those of you who missed this meeting missed a very interesting and instructive talk and we thank Dr. Rastall very much.

At our meeting last Tuesday night, Dr. Bentley and Mr. Bentley of the *Illustrated Daily Herald* paid us a short visit and presented us with two pictures which were taken at their plant a week ago. They also took another picture of us with Dr. Rastall. We wish to thank both Dr. and Mr. Bentley and the *Herald* for their kindness.



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CLUB NEWS

ESTELLE V. WALKER

At the meeting last Tuesday we were glad to welcome as guests and prospective members, Miss Florence Greely, Secretary, Potter School for Boys and Mrs. Avice Dahlin, General Insurance. We hope they liked us well enough to join us.

Mrs. Marie Jensen, Secretary of the Richmond Merchants' Association, had as her guests last Tuesday, Mrs. Helen Kingsbury, Assistant Secretary, Richmond Chamber of Commerce, and Mrs. Belle Bergmann, Proprietor, Belle Beauty Parlor, Richmond. Mrs. Jensen with the aid of these two ladies is endeavoring to start a Business and Professional Women's Club in Richmond, and we wish her all kinds of success in the undertaking.

Mrs. Mae MacDonald, of furniture fame, was with us last week and we were very pleased to see her again. It has been a long, long time since she has been with us and we have missed her. She says she has been so busy she couldn't come, but that from now on she will do better.

We hope that all of our members will come to the Thanksgiving Dinner on December 2nd with the idea of going to Oakland afterwards to attend the opening reception of their new club house. Let's go over in a big crowd.

The many friends of Mrs. Phylinda Whittaker will be interested in knowing that she is in charge of the Hostess House, Marine Barracks, at Parris Island, South Carolina.

For two or more years we have wondered what had become of Helen Armstrong. A letter recently received by one of our members states she has been in San Antonio, Texas, and expects soon to leave there for the Coast. We are glad to know she will be one of us again soon.

Our good friend, Mrs. Ida Brady Wilson, is now located in Denver, Colorado. We are sorry to lose you as an active member of the Club, but are glad you are still an associate member. Let us hear from you once in a while.

There are some good programs planned for the future and I hope you will all mark your calendar now so that you will be sure to be present. On December 9th, at luncheon, Mrs. Harriette Gunn Roberson, President of the Roberson School of Personality, Washington, D. C., will talk to us on "Your Keys to Personal Achievements." On December 16th, Mrs. H. C. Roberts, in Indian costume, will talk to us on "Indians." Mrs. Celia Starkweather will render some Indian songs.

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Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

WANTED

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CLUB NEWS

ESTELLE V. WALKER

DON'T FORGET: Every Monday night the Dancing Class and the Glee Club meet at the Club rooms. The Dancing Class starts at 6 P. M., and the Glee Club begins at 7:30 P. M. Everyone is invited.

Tuesday, December 2nd, will be a Business Meeting and Thanksgiving Dinner. We are counting on our Glee Club to help make this meeting as enjoyable as the last business dinner was.

We are pleased to welcome Louise O'Hara back after her long illness. She was missed at the Club. We sincerely hope she will enjoy the best of health from now on.

The picture which has been waiting at the Club rooms to be given away has finally been claimed by its new owner, Johanna Heim, who has taken it home.

It is good to see Mrs. Brace's smiling face again. We missed her while she has been on a long business trip to Washington, D. C. We would like to hear of her experiences, and hope she will find time to speak to us at one of our Monday or Friday round table luncheons.

Dramatic Section. The next meeting of the Dramatic Section will be held on Wednesday evening, December 3rd, at the home of Miss Clotilde Grunsky, 2472 Union Street, at 7:30. The play to be read is "He and She," by Rachel Crothers. Everyone is welcome.

The Glee Club is getting ready to sing for us soon and we need lots of support. Don't forget the meeting date—Monday evening at the Club rooms.

DO YOUR

Christmas Shopping Early

Watch Our Programs

Next Meeting MONDAY, DECEMBER 8, 1924

2:30 P. M.

"Education and the Home"

Address by AURELIA HENRY REINHARDT, Ph. D.
President of Mills College

"Architecture and the Home"

Address by WILLIAM B. FAVILLE
Past President American Institute of Architects

8:00 P. M.

"What Psychology Can Do for the Business Woman"

Address by LILLIEN J. MARTIN, Ph. D.
Consulting Psychologist, San Francisco

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BANK OF ITALY
Market, Powell and Eddy Streets
Meeting Open to the Public

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To see is to desire one of our newly furnished two or three room apartments. All modern conveniences. $65.00 and up.

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WANTED

Position for a man 47 years old, has wife and seven children. Must be placed before Thanksgiving-Watchman Elevator or work of any kind.

Mrs. Gabriele - Graystone 1400

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391 Sutter Street Phone Sutter 6785

REPORT OF BUSINESS AND PROFESSIONAL WOMEN'S CLUB OF SANTA ROSA

The Girls' Work Council of Santa Rosa, which was organized to promote girls' activities, organized the business Women's Club in response to requests for a Club for the younger business women, the women in offices and stores. Later a drive was conducted which brought the membership up to 85. We federated with 45 members; July 1 last, we had 36 members. We now have 45 paid-up members.

We are two years old and are still abiding in the place of our birth. We are one of those backward, undeveloped children; we do not seem to have found just the right sustenance, so that we should grow properly.

Our progenitors, the Girls' Work Council, have struggled valiantly with this sustenance problem. We are self-supporting and nave enough in our treasury also to make this journey to that famous physician of whom we have heard, the California Federation of B. & P. W. Clubs. We have the will to live and hope, with your inspiration and advice, to make a healthy growth and take our place with our sister Clubs who are making their mark in the world.

We have no initiation fee. Our dues are three ($3.00) dollars a year, payable semi-annually in advance.

Meetings

Our meetings are bi-monthly. We have tried dinner meetings with and without speakers; we didn't get enough to eat, and the speakers talked over our heads; business meetings with and without refreshments—they bored us; parties—they were too much work and not enough fun; program meetings, with talent outside the Club—they were and just meetings; nobody came but two or three officers.

Our Objective

Plenty of it in the By-Laws. But who cares for school girls except teachers and mothers, and they have plenty of them every day. We want beautifully appointed Club rooms always open, and famous entertaining speakers, n'everything, for the wishing; but we mustn't raise the dues; that scares us.

The outstanding accomplishment of the year is that we are still alive. Also we have revised our By-Laws and now we are looking around for something to put pep into us and make Club life interesting and worth while.

The Federation can best help us by sending speakers who will inspire us with the desire not only to be but to do and that for others as well as ourselves.

(Signed) EMILY COLLAR,
President.

A NEW VENTURE

You will note when you peruse our advertising columns that one of our members, Mrs. C. H. Hickey, is enlarging her activities by leasing an apartment house. The location is most desirable, and knowing Mrs. Hickey as we all do, we are assured that she is offering real value. We congratulate Mrs. Hickey and wish her every possible success.

ABRAHAM LINCOLN IN PERSON

Tuesday, December 2nd, at our THANKSGIVING DINNER, what could be more fitting than that Abraham Lincoln should attend? We are very fortunate in being able to announce that Mr. George Billings, himself, will say a few words to us at this time.

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SAN FRANCISCO

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | DECEMBER 6, 1924 | No. 23

Weekly *Program*

575 Market Street — Phone Kearny 3416

LUNCHEON

Tuesday, December 9th, at 12:15

Price Sixty Cents

Speaker: **HARRIET GUNN ROBERSON**

MAKE YOUR RESERVATIONS EARLY.

International Golden Rule Sunday
December 7, 1924

WILLING to test themselves by this golden measure, many thousands of people in twenty countries will observe the second International Golden Rule Sunday on December 7, 1924.

It is to be a day for personal stock-taking; a world-wide measurement, each of our own lives—of our sincerity, of our religion—by the Golden Rule, the universal creed, the common denominator of all religions.

On that day, all who are disposed to make a practical application of the Golden Rule in their own homes will substitute for their usual Sunday dinner the menu regularly given (when funds permit) to the children in the Near East orphanages.

A COMMUNION OF THE GOLDEN RULE

As the families of twenty nations are gathered about their common table in commemoration of the Golden Rule, they are asked to make the difference in cost between the orphanage meal and the usual Sunday dinner the basis of a thank-offering or contribution for the purchase of food for the children in the orphanages of the Near East Relief, giving as they would have these children give to them were their positions reversed.

In some cases, with loyal and sincere friends, the actual difference in the cost of the two meals may be the only gift possible. Then let us by our personal effort, help to multiply many times, the number of givers, so that the aggregate may go far toward meeting the entire present need of Near East Relief. Is it not possible, however, that in many homes, there may be a sufficient re-casting of expenditures to permit the family to enlarge and enrich the family circle by assuming the full support of one of these little children, not for a day, but throughout the year?

THE CALL OF CHILDHOOD

These children are international wards. Their parents were our allies in the Great War. Many of them were killed in defense of the principle of religious liberty. They are not only without father or mother, but without country.

They are as innocent of any crime and are as much entitled to daily food and shelter as are the children in our own homes.

During the past year, 25% of the children, trained in the industrial schools and on the farms of Near East Relief, have been placed in positions of self-support or adopted by relatives or fellow countrymen. Those remaining, still over 40,000, have no relatives to provide support, and are far too young to be thrown on their own resources.

They work hard at their little tasks, even the tiniest of them, mending and sweeping and helping to prepare the food. The older ones are striving diligently in the sewing and rug-weaving and carpenter and trades classes to equip themselves for the moral and industrial leadership to which they will inevitably be called as they go out into the next generation.

(Continued on page 2)

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House Committee.....Charlotte S. MacCuaig
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Membership.....Eleanor V. Robson

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COMING

December 16th, at our dinner meeting, Mrs. H C. Roberts will talk to us on "Indians." Mrs Roberts will be dressed in Indian costume. Th musical feature of the program will comprise som Indian songs by Miss Celia Starkweather.

The Legislative Chairman, Harriet Tyler, an the State President, Z. Clements, made a hurrie trip to Santa Rosa on the 21st. The Santa Ros Club gave them a hearty welcome and a most en joyable time. On Saturday, the 29th, they wen to Sacramento, to attend the meeting called t organize the northern district of our State Feder ation. Camilla Morgan, Clotilde Gabriel, Lillia Elias and Dr. Hamilton also attended this meet ing. Mrs. Tyler returned Saturday night; th rest remaining to be guests at a breakfast Sunda morning, and enjoy an automobile trip given b members of the Sacramento Club. Chico, Sacra mento, Stockton, Berkeley, San Francisco and Sa Jose were personally represented at the meeting.

(Continued from page 1)

POTENTIAL LEADERS IN A NEW NEAR EAST

There will be no abiding world peace until the Near East question is solved. But in this darkest spot of the old world there is latent, today, a new force--little children of Armenia, Syria and Greece, approximately 100,000 of them, including those still in refugee camps for whom there is no room in the orphanages, who, if rightly trained and directed, will build a new world on American ideals of love and unselfish service and on their gratitude for our gift to them of life and opportunity.

It is a simple thing. Merely the eating of an orphanage meal on this one day such as the orphanage children eat and are glad to eat every day, and the giving of a gift commensurate with the Golden Rule. Yet, by our observance of Golden Rule Sunday we choose the way our own children are to go. They and these orphaned boys and girls of the Near East are making the world of tomorrow together. Our own children, no matter how much we may protect them, cannot make it alone. The lives of these other boys and girls are very closely bound up with our lives, for what they do and say and think, the way in which they live, the things they are taught, the hopes they cherish, the dreams they dream as they fall asleep each night, are all helping to determine the future happiness and security of our own boys and girls in America.

CALIFORNIA WOMEN AND GOLDEN RULE SUNDAY

Will you, individually and in your women's organizations, lead your community in the spiritual enrichment that must come from this fine expression of personal and international idealism? By helping to arrange a Golden Rule Dinner for your community, your club or your church, suggestive in food and equipment of the environment in the Near East orphanages, by arranging a Golden Rule Tea for a group of friends in your home, by distributing literature, by inducing your friends to sign the Golden Rule Co-operation Card—in every other way possible, will you help spread the Golden Rule message and the plan for Golden Rule observance? Full descriptive and suggestive literature along these lines will be sent upon request.

The estimated cost of feeding a child in the Near East Relief orphanages is $5.00 a month or $60.00 a year.

John H. Finley says: "Note that the plan does not involve an extra meeting, a special address, a collection, nor a drive—just a sacrificial meal eaten together with and for the benefit of very needy little children."

CALIFORNIA WOMANS COMMITTEE,
Mrs. Paul Raymond, Chairman

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CLUB NEWS

By Estelle Walker

At our luncheon meeting of November 25th we were delightfully entertained by the Honorable Gerald Campbell, British Consul, who spoke to us on "Thinking Internationally." It is too bad that more of our membership did not avail themselves of the privilege of listening to this speaker. Those who attended will tell you that they have but one regret, and that is that the limited time allotted to a luncheon speaker made it necessary for him to stop all too soon.

Our members will be sorry to learn of the illness of Emily Williams' sister. She is at present stopping with Miss Williams, who is nursing her back to health. We all join in wishing her a speedy recovery.

Mrs. Brace and Ida M. Reed tried to make it impossible for any Club member to spend the Thanksgiving holiday alone. They managed to gather in five of the lonesome ones, which made a jolly party of seven. Some of us are envious of their good time. We would like to have been in two places at once, but you know it can't be done. This is the proper idea. In a Club like ours no Club member should find it necessary to spend Thanksgiving or Christmas alone.

Some of the bunch that went up to Sacramento are afflicted with the collecting mania. They are particularly interested in antiques. A rare and valuable specimen was the result of their exploration of the ferry boat that transported the Oakland and Antioch train.

An ordinary piece of white paper will do the work of an elaborate oven thermometer in cooking with gas, if it is properly used. In order to determine the correct degree of heat required by different baking operations, place a sheet of paper in the oven and leave it there with the doors closed and the heat on for a period of five minutes. If the paper is a light yellow, then the oven is just the right temperature for a sponge or pound cake.

Watch Our Programs

Next Meeting Monday, December 8, 1924

2:30 P. M.

"Education and the Home"

Address by Aurelia Henry Reinhardt, Ph. D.
President of Mills College

"Architecture and the Home"

Address by William B. Faville
Past President American Institute of Architects

8:00 P. M.

"What Psychology Can Do for the Business Woman"

Address by Lillien J. Martin, Ph. D.
Consulting Psychologist, San Francisco

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BOOK REVIEWS

"The White Monkey," by John Galsworthy, published by Charles Scribner's Sons, in a continuation of fortunes of the "Forsyte Family," as narrated in the Forsyte Saga, which book Galsworthy considered at the time of writing, his best. This story concerns itself with a very young and modern offspring of the old stock, by name, Fleur, and with her practical publisher-husband, Michael Mont. Michael and Fleur typify the younger, post-war generation, in which "Sentiment is pish-posh, feeling is tosh," and so on. It is a triangular story and contains all of the artistic merits and excellence in narrative work that is always Galsworthian.

Peter B. Kyne has a new novel out, "The Enchanted Hill" (Cosmopolitan). It is said to be a "thriller of thrillers." The title name is a New Mexican ranch, its owner—the hero of the story—is a sort of Robin Hood fellow who expresses his "bad streak" only that good might come.

"Patricia Ellen," by Mary Wiltshire, published by Dodd, Mead & Co., is a good "first novel." It starts with Patricia Ellen's girlhood in the village of Avebury, on the Marlborough Downs. It is a story which carries an appeal.

George Barr McCutcheon is the author of "East of the Setting Sun," Dodd, Mead & Son. This is a story with a villain—the Bolshevik—and the "Red Terror" plays through the book. The story is about a Princess Virginia of Dawsbergen, which is near the principality of Graustark. It is the liveliest sort of a romance, since the princess fall in love with a plain Mr. Yorke.

"My Brother's Face," by Dhan Gopa Mukerji, E. P. Dutton & Co., is an autobiograph —a successor to "Caste and Outcast" by thi writer. It brings in the political and social un rest of India—the massacre at Amritsar, the sud den appearance of the great leader, Gandhi.

Margaret Leech is the author of "The Bac of the Book," published by Boni & Liveright.

"Paulus Fy," by Helen Mullins and Mari Gallegher, Robert McBride, N. Y., is a stor written, according to one reviewer, with "word that sing." This is a biography, so to say, o Paulus Fy, the esthete, in which his adventure on the Street of the Little Music Shops are mem orable things.

New Books: "Marie Antoinette," Hilaire Bel loc, Putman's Sons; "Bare Souls," by Gamalie Bradford, the psychographer, Harper & Co.; "A Passage to India," E. M. Foster, Harcourt, Brac & Co.; "Plumes," Laurence Stalling, Harcourt Brace & Co.; Arthur Train's "The Needle' Eye," Scribner's Sons; Barklie McKee Henry' first novel, "Deceit," Small Maynard (in it fifth edition); "A Flaming Stone," a detectiv story by Carolyn Wells, Lippincott Co.; "A Gring in Manana-Land," by that most interestin writer of travels, Harry L. Foster; and Rober Hichens "After the Verdict," said to be his mos successful novel since "The Garden of Allah."

TRAINING OF CHILDREN

To those interested in the training of children and who are trying to understand what part—Heredity, Physical and Psychological Examinations, Emotional Development and Control, Incentives to Action, Dependence versus Independence, Environment, Storing the Subconscious, Sympathy, etc.—have had, and what part they now have in influencing their lives, we recommend the possession o the book,

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | DECEMBER 13, 1924 | No. 24

Weekly *Program*

575 Market Street — Phone Kearny 3416

DINNER

Tuesday, December 16th, at 6:15

Price One Dollar

Speaker: **MRS. H. C. ROBERTS**

Subject: **Indians I have known, particularly those of the Klamath Reservation.**

Soloist

Indian Songs by Miss Celia Starkweather.

Accompanist, Mrs. Ruth L. Bell

INVESTMENT

Z. CLEMENTS

A young man came into my office the other morning and he was the fourth in his particular line of business to come through the door that day. All had told a tale of woe—business was dull, they stated, in most offices they had visited there was absolutely nothing doing—this happened to be the week before election.

Consequently I was rather fed up on hard luck tales and depressed visitors, so in order to reach quickly what seemed to be the ultimate ending, I greeted him with—"Well, what is your particular trouble this morning?"

"Haven't any," was the response; "never do; learned how to avoid trouble long ago."

"What is your recipe?" I asked.

"Always save a few cents, no matter how little you earn, then never be afraid of any kind of work so long as it is honest. When you quit a job, take something to keep you going until you can find what you want, but don't waste time sitting around waiting for the perfect position—it doesn't exist in the first place, but if you get a good opening you can come pretty near creating it. Always be financially prepared to lose your job or quit it."

The majority of us, and the writer must plead guilty, make the mistake when we are first starting out of ignoring the value of systematic saving. We feel that we cannot put by sufficient at a time to make it worth while, and promise ourselves that when we earn more we will begin. We do not realize that money planted in a savings bank, no matter how small the amount, always grows, and as it grows other ways may be found for increasing it, providing we do not aspire to grow rich too quickly. Get-rich-quick schemes are invariably toboggan slides to poverty so far as the investor is concerned; it is the other fellow who gets rich by them.

One bit of work that all business women's Clubs should seriously undertake is that of learning and teaching the lessons that lead to economic independence.

Invest in health—not by being fussy about diet and drafts, as those who dwell upon health are sometimes prone to be, but by being temperate in all things, refusing to let trifles disturb you, abstaining from worry and cultivating a saving sense of humor.

Invest in freedom—by the habit of systematic saving and insurance against accident and old age.

Invest in progress—by continually seeking to broaden your knowledge, perfecting yourself in your chosen work, and cultivating new fields of endeavor. All things are subject to change—new inventions, new methods of business sometimes seem to come into existence over night, and while they may wipe out your particular line of work, or limit it so that fewer workers are required, they also create new fields. Life is a constant struggle against the changing times; most of us foolishly

(Continued on page 2)

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San Francisco *Telephone, Kearny* 3416

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L. B. LAPACHET.....*Publisher*
DR. SUSAN HARRIS HAMILTON....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

Club meetings are held every Tuesday. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on other Tuesdays, alternating with a luncheon or dinner as per notice. When a fifth Tuesday occurs, a dinner meeting is held.

Daily luncheons are served except Saturdays. This service includes a special luncheon, a la carte or short orders.

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Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

INVESTMENT (*Continued*)

attempt to cling to old ways and old traditions—it is worse than useless, and those who stop to fight instead of seeking to fit themselves to the new conditions are the ones who suffer most.

Invest in happiness—by planting good will and friendship as you go, for after all it is the memory of friends past and the association of friends present, that make the road of life a happy highway.

CLUB NOTES

ESTELLE V. WALKER

Dramatic Section

The next meeting of the Dramatic Section will be held Wednesday evening, December 17th, at 7:30, at the residence of Miss Clotilde Grunsky, 2472 Union Street. "The Nigger," by Sheldon, is the play to be read. Club members are cordially invited to attend.

If any of the members have missed seeing Olga Dahl's "Woman In Commercial Photography" in the December number of *Camera Craft*, they had better look it up, as Olga has not only written a cracking good story, but has said a mouthful about women in the business field in general. More power to us!

Miss Cornelia Farrell left San Francisco on Monday, December 8th, for a two months' trip abroad. She will visit France, England, Scotland and Ireland before her return, and when she reaches Ireland she has promised to kiss the Blarney stone for all of us. The Club wishes her God-speed and a wonderful trip.

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Last Tuesday evening the Club celebrated Thanksgiving Day with a real family reunion. It was good to see Miss Dolcini, Harriet MacDonald and Mrs. Blockburger with us again. Our turkey dinner was the best yet, and we all enjoyed all of it. George Billings, who portrayed the part of Abraham Lincoln in the photoplay of that name, made a plea for cleaner pictures, and urged us all to see his picture, guaranteeing we would come away feeling better. Following the dinner there was a very short business meeting, and then twenty-five of us took the 8:20 boat to Oakland and attended the reception of the Oakland Business and Professional Women in their new Club rooms. The building is a beautiful one, and they can well be proud of their accomplishment. The building has three stories. On the main floor is the large auditorium with a stage at the end, on the second floor is the lounge, and on the third, the cafeteria. The rooms were so crowded with people that you could hardly move around, but we hope to be invited over again some time when we can see everything.

Below we give an editorial from the esteemed *Chronicle*, issue of December 8th:

THE WAYS OF WOMEN

As Election Officers They Can Hardly Be Expected to Serve as Cooks

"Is it a woman's duty to her husband to get up these cold mornings and prepare her husband's breakfast, and if she fails to do so, is it ground for divorce? Harry Zemansky, Registrar of Voters, is interested, not as a personal matter, but purely in his official capacity. He appointed 2,500 women election officers, who served at the last election. They were on duty until nearly sunup counting and tallying votes. After twenty-four hours in an election booth a person does not feel like gayly tripping into the kitchen to brew the morning coffee and fry the ham and eggs. Sleep has greater attractions.

"Already one husband who got peevish about it has been haled into the divorce court. Whether this is a forerunner of an epidemic of family disputes directly traceable to election services and the kindly consideration Zemansky gave the suffragists is a question that is worrying the Registrar. He shudders at the idea of being re-

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sponsible for 2,500 divorces or becoming a witness n as many trials.

"Yet we are told that women can participate in he political game and not neglect their domestic luties. They have a right to serve on election boards, but the wonder is why they want to exerise that right. As between cooking breakfast and erving twenty-four hours in a chilly election booth, one would naturally suppose the culinary ask had all the advantages. However, it is hard 'or men to understand the ways of women, and it s not surprising that Registrar Zemansky is vorried."

What we would like to have the *Chronicle* do is o explain how any man is able to sit at his desk ll day, or drive his truck, or whatever else he may o, and at the same time serve in a chilly election ooth. We assume it must be done, otherwise there s no point to the above editorial.

THE CHRISTMAS DAY DINNER

No matter how enthusiastic we are about San 'rancisco at other times, to hundreds of people it s on Christmas Day the loneliest place on earth.

This is particularly true of the "women who alk alone," as we unattached business women ave been pathetically called, for even though the amily circle is gathering near enough at hand for s to join, rather than way across the continent, is not *our* family circle; the gifts under the tree re at the most the polite, or perhaps even fond, emembrances for "Auntie" or sister and,—well, at's the one day of the year when things aren't ist as they ought to be.

That is why some of us suggested a *Christmas ay Dinner* where members and others who would ke to join in a family group may gather at the lub, cook their own dinner (or set the table)—we'll arrange to have the dishes washed, that's greed, unless somebody *loves* the job and never ts the opportunity!) and plan their own fesvities. The cost will be co-operative, also, and enable us to buy the turkey and fixings a one ollar pre-payment is requested when you tell us ou want to join the party.

We think from ten to fifteen is about the right ze for a family party, but nobody will be turned own, for even if there are fifty, we'd arrange *mr way.*

Anyway, if you stand the chance of spending ristmas alone, you are invited to join the Club mily on Christmas Day. If you know others who herwise would be alone, extend the Club's ination to them also. Send in the names, with one llar for each, to defray the dinner expenses. nd everyone come with one little package for the ristmas tree.

And we really ought to have your acceptance by ecember 22nd—earlier if possible.

In order to make the clerical work as light as ssible, please write rather than phoning, adessing the Christmas Club Dinner Committee, at e Club rooms, 575 Market Street.

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RECENT FICTION

At a recent lecture by Miss Greenwood, at the St. Francis Hotel, the speaker in reviewing late books and plays gave special comment on two books, viz.: "The Green Hat" and the "Green Bay Tree." After this lecture there was a run on a nearby circulating library to the extent that thirty-two volumes of *The Green Hat* were out, and as many of the *Green Bay Tree*.

The first of these two books has already been briefly reviewed in this column; the second is by Louis Bromfield, published by Frederick A. Stokes Co., New York. The story deals with the life of an American small town which is given over to the making of steel. Lily Shane is the central figure of the story, and yet is not exactly a part of it, living much of her time, the greater part, in fact, in France. She is a woman who is a product of the world, and belongs to no age or spot. . . . The sister—the antithesis of Lily Shane—does belong decidedly to a particular age in her austere asceticism. Part of the struggle is between these two natures. . . .

On listening in over the radio K. G. O. last Monday night, we were advised that "Mark Twain's Autobiography," just published by Harper Bros., is not so much a biography as a composite portrait of the writer, which shows him in all his goodly nature and . . . otherwise.

Have you read "The Little French Girl," by Anne Douglas Sedgwick (Houghton Mifflin) yet? If you haven't, do.

"The House of the Arrow" (Doran), written by A. E. W. Mason, is a mystery yarn told with a high degree of artistry. "Keeping the Peace," by Gouveneur Morris, is a remarkable book in its intensity. 'This Above All" (Bobbs-Merrill) by Speakman, is a story of fine quality. "Sound and Fury" (Knopf), written by James Henle, is acute and interesting in its psychology. "Hay bottle" is a first fiction story by the writer, Job Hargrave. The thesis of this narrative goes to the root of the dynamic thinking of today, and is an evolutionary philosophy of life.

Among the new books: "A Handmaid of the Lord," by Margaret Banning (Doran); "The House of Hate," by Rita Wellman (McBride); "In a Shantung Garden," by Miln (Stokes); "Arnold Waterlow," by May Sinclair (Macmillan). The latest named is a story of a successful revolt against "conventional" morality.

Do you know that of the English writers the correct pronunciation of Strachey is Stray-chee; of Buchan is Buckan; Machen is Maychen; Inge is a Cockney door hinge; and Onions—Oliver Onions—is O'Nigh-ons. William Le Queux settles his name by rhyming it with *you*.

Books reviewed on this page and all late fiction, for rent at

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | DECEMBER 20, 1924 | No. 25

Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

Tuesday, December 23rd

ROUND TABLE LUNCHEON

Cafeteria Style

GENERAL DISCUSSION

WHAT NEXT?

Z. Clements

I was reading Marcus Aurelius, and I came to vhere he said: "We are made for co-operation, ike feet, like hands, like eyelids, like the rows of ıpper and lower teeth. To act against one anothei hen is contrary to nature."

Yet how some of us fight against co-operating Ve won't even co-operate with the universe, we ıust naturally fight, pull back on the lines, and ;y to keep from being pulled out of the rut.

We haven't a bit of confidence in the way nature 'ants to run things. We are not as bad as we sed to be in the way of blocking the development f labor-saving machinery, but there was a time 'hen every device of this kind was bitterly fought, ecause of the fear that it would do away with ıbor. At last we are beginning to realize that ; works the other way; labor-saving devices inrease the opportunities for labor because they perıit of greater production and lead to the developıent of new fields.

We are moving at a terrific pace nowadays; just nagine less than thirty years ago we scoffed at ıe practicability of the wireless, yet today we re told it may only be a question of months when will be possible to transmit an entire printed ıge by radio. We have ceased to scoff at invenons in the wholesouled way we used to; things ıve moved too fast the last ten years; we have been rudely jarred out of some of our "know-it-all" attitude.

Communication and transportation are the two greatest factors in the spread of civilization, and look at the speed at which they are developing. What is the meaning? What are we facing in the near future? Things do not "just happen"; there is a plan back of all of it, a reason.

And are we preparing ourselves for these changing times? You know a change strikes the first object with a great blow, and then goes on and on, and on, its force diminishing as it recedes into the distance, but nevertheless affecting everything it contacts.

Business is changing its methods. Are you changing yours to fit the new conditions?

Nothing is more dangerous than an assumption of permanency, a feeling of having arrived. We never arrive, we are always going. When you meet some one who thinks he has reached the top of the ladder, and who continually dwells on his accomplishments in the past, you have found some one who has outlived his usefulness.

We are going to be one big family pretty soon, whether we like it or not; the world is whirling in that direction; time and space are being annihilated; "splendid isolation" will soon be a forgotten phrase, wiped out by the conquest of the air.

(Continued on page 2)

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Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
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WHAT NEXT? (*Continued*)

O, well, we get a lot of fun out of trying to run the universe; it keeps us occupied and uses up a lot of type and paper, serves as a safety valve for those who must have something to get all worked up about. Besides, it doesn't hurt the old world any; it just goes sweeping along to its destiny carrying us with it. Therefore, we will continue to air our views on how the universe should be run, decry the decadence of civilization and sigh for the "good old days," consistently opposing all change, while in our secret souls we think it is a pretty good world after all, and we wouldn't turn the clock back one minute. We just don't want the other fellow to know that we admire what he ridicules.

Equal Rights, in commenting on the recent election, states that:

"Although one woman only achieved a Congressional seat in Washington, two women governors, 88 women State legislators (according to the present returns), and a woman Secretary of State, were successful at the polls.

"Even with women losing in many of the final battles at the polls, people are beginning to realize what an important part women played in the last political drama. Besides the two women governors, Mrs. Ferguson of Texas and Mrs. Ross of Wyoming, Mrs. Mary Norton was elected to a seat in Congress, and Mrs. Florence E. S. Knapp was elected Secretary of State in New York on the Republican ticket.

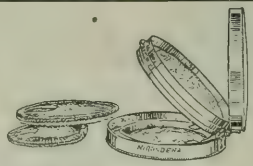
"Next in importance come those who have been elected to their State legislatures.

"The following have won success at the polls in the contest for the legislature, according to the returns which have so far been received:

"*California*—Cora M. Woodbridge, Anna L. Saylor, Esto B. Broughton, Grace S. Dorris, and Eleanor Miller.

"*Connecticut*—Marjorie Sheney, Hannah D. Townshend, Corinne R. Alsop, Elizabeth W. Coe, Mary M. Hooper, Julia Emery, Sarah B. Crawford, Mary B. Weaver, Helen A. Green, Edith Raymond, Edna C. Fenniman, Clarissa Nevins, Ethel M. Ryan, Helen E. Kewis and Annie E. Vinton.

"*Delaware*—Florence M. Hanby.



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CLUB NEWS

ESTELLE V. WALKER

Don't Forget the Xmas Cheer Fund

Christmas is drawing very close, and we must have your donations and names of those who should be remembered at once. Please help to make this Christmas a little brighter for some poor struggling person. Send names and donations without further delay to the Chairman of the Committee who has this fund in charge, Johanna E. Heim, 228 Powell Street, Telephone Kearny 4591, or give to Miss Holdern, the Secretary, in the Club rooms.

Through the untiring efforts of our own Mrs. Marie Jensen, forty business women of Richmond met last Wednesday evening and formed a Business and Professional Women's Club of Richmond. Miss Clements and Mrs. Camilla Morgan, representing the State Federation, attended the meeting, and report that the Club started off with great enthusiasm. Our best wishes for your future, Richmond!

Don't forget our CHRISTMAS JINX at the Club rooms Tuesday, December 30th. It is hard to get any information about what is going to happen, but I have been informed that our Glee Club will lead us in singing Christmas Carols. Those of us who heard the Glee Club at our Thanksgiving dinner were very pleasantly surprised at their accomplishments, and we know we will enjoy their singing again at the Jinx.

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"*Illinois*—Mrs. Lottie Holman O'Neill, Mrs. Katherine Hancock Goode, Mrs. Rena Elrod, and Mrs. Florence Fifer Boehrer.

"*Indiana* (incomplete)—Antoinette C. Hagenwald and Mrs. Edward Franklin White.

"*Kansas*—Mrs. R. H. Trueblood and Mrs. Ben Mickel.

"*Maine*—Mrs. Katherine C. Allen.

"*Massachusetts*—M. Sylvia Donaldson and Mrs. Harriet Russell Hart.

"*Minnesota*—Mabeth Hurd Paige and Mrs. Hannah Kempfer.

"*Nebraska*—Mrs. Clare C. Humphrey, Sarah P. Muir and Mabel A. Gillespie.

"*Nevada*—Daisy Allen, Florence Shazey and Mayme Schwebble.

"*New Hampshire*—Dr. Zatae Straw, Mrs. Arnold S. Yantis, Mrs. Hobart Pillsbury, Mrs. Mary Chapman, Mrs. Imogene B. Emmons, Mrs. Maca S. Hilton, Mrs. Nellie J. Page, Margaret H. Barden, Jennie Fortier, Victoria Langlois, Helen J. Young.

"*New Jersey*—Mae Carty, Mrs. C. Finn, Mary A. Thorpp, Mrs. Lila Thompson, Madge I. Ebert.

"*New York*—Mrs. Rhoda Fox Graves.

"*North Carolina*—Miss Julia Alexander, Mrs. Giles Cover.

"*Ohio* (incomplete)—Mrs. Nettie B. Loughead, Mrs. Maude C. Waitt, Grace E. Makepeace, Nettie M. Clapp, Mrs. Clara Wood Derr, Mrs. Viola D. Romans, Mrs. May D. Van Wye, Mrs. Florence H. Wells, Mrs. C. J. Ott, Osa Penny.

"*Pennsylvania* — Mrs. Flora M. Vare (to Senate), Lillie H. Pitts, Martha G. Thomas, Helen Grimes, Alice M. Bentley, Martha M. Pennok, Maude B. Trescher.

"*South Dakota* (incomplete) — Mrs. Mabel Moody, Gladys Pyle, Celia M. Kelley, Christine Olson.

"*Utah*—Mrs. N. A. Dunyon, Mrs. Julia Smart, Mrs. Arthur E. Graham, Mrs. Munroe Paxman.

"*Washington*—Mrs. Belle Reeves, Mrs. Harry John Miller, Mrs. Maude Sweetman.

"*West Virginia*—Dr. Harriette Jones.

"The list is impressive since it shows how much the old attitude of antagonism toward women in public office has already disappeared."

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. I | DECEMBER 27, 1924 | No. 26

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CHILD LABOR AMENDMENT RATIFICATION

HARRIET TYLER,
Legislative Chairman, State Federation

At our Bakersfield Convention in October, the ratification of the Child Labor amendment was adopted as part of our legislative program. I unhesitatingly state that no more important thing will come before the 1925 session of the legislature of California. The enabling amendment to the United States Constitution, reading as follows:

"The Congress shall have power to limit, regulate, and prohibit, the labor of persons under eighteen years of age.

"The power of the several States is unimpaired by this article, except that the operation of State laws shall be suspended to the extent necessary to give effect to legislation enacted by the Congress."

will become part of our organic law when approved by a majority of the legislators of 36 State legislatures. Our California legislature must ratify the amendment promptly and unanimously, for the eyes of the nation are upon us.

1920 census figures showed 1,060,858 children between 10 and 16 years of age *gainfully employed,* not including children under 10 in this enumeration. One in every 12 in the entire country; 3% on the Pacific Coast; 17% in the East South Central States, comprising Kentucky, Alabama, Tennessee and Mississippi. In Mississippi more than one-fourth of all children were at work; in Alabama and South Carolina, 24%; in Georgia, 21%; in Arkansas, 19%. Of all occupations, the proportion of children laborers is much larger in the South; excepting agricultural occupations, the proportion is considerably larger in New England and Ohio, Illinois, Indiana, Michigan, Wisconsin, and the Middle Atlantic States, than in the South; 413,549 of these 1,060,858 children were engaged gainfully in mechanical or other non-agricultural occupations, 647,309 in agriculture. Of the non-agricultural occupations, cotton mills, and other textile mills, iron and steel mills, clothing factories and sweatshops, lumber mills and furniture factories, shoe factories, coal mines, servants and waiters, office and store employes and clerks, newsboys, and miscellaneous occupations, were listed.

The arguments against the amendment arise from a propaganda of fear. Congress has never attempted, nor has any State, ever to regulate farm work or domestic work by children in their own homes. Also, Congress, in the two laws it passed, *excepted agricultural and domestic labor* from the control of its laws. Congress has no intention of including them now. However, the need in the future may arise for Congressional regulation of certain industrial types of agriculture, such as truck gardening, where conditions approximate those in factories, with very long hours and dangerous living conditions, and no school attendance. But at its worst, such employment is seasonal and less objectionable than employment in mines and

(Continued on page 2)

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REGULATION

From time immemorial, man, to insure his selfish gains, has endeavored to stay the march of progress by the matter of regulation. Nowadays regulation is still attempted, but without the horrible penalties so frequently invoked to protect the world's first industries. But no matter how fearful the penalty or far reaching the law, it has always been unavailing. Industrial prosperity CANNOT be secured or insured by human laws, because economic law is inexorable and sweeps everything before it. The ladies used to worry our forefathers also because they were the boldest fighters against regulation when it affected anything they were particularly interested in, such as dress. The *Nation's Business* quotes from a pamphlet published in 1728 in which the ladies are blamed for their ungovernable passion for fashion, the writer stating that he despaired of reform because they were claiming English liberties as well as the men, and insisting upon expecting to do what they pleased and dress as they pleased. It was the ladies after all who won this particular fight, and forced England to manufacture a fabric entirely of cotton.

As everybody is working "cross-word" puzzles nowadays, we would suggest that a book of cross-word puzzles might be acceptable this year to solve the puzzle of "what shall I give?"

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CHILD LABOR (*Continued*)

factories. The States are turning their attention to enforcing education in such locations, but Congress did not touch them in previous laws, and has no intention now of reaching them. Manufacturers and mill and mine workers are using the agriculture argument to cloud the minds of the people.

ALSO, Congress, under this enabling act, will have no more power than every State legislature now has—is Congress more dangerous and less intelligent than our State legislatures?

State protection has failed. It cannot protect a regulated State from interstate competition with manufacturers who employ child labor at low wage and low standards. Only 18 States measure up to the conservative standards of previous Federal child labor laws; 9 States have no law prohibiting children under 14 from working in factories and stores; 23 States with a 14-year minimum age limit have weakened their laws by exemptions; 35 States allow children to work *without a common-school education;* 19 States do not make physical fitness for work a condition of employment; 11 States allow children between 14 and 16 to work from 9 to 11 hours a day; one State does not regulate daily hours of labor of children in any way; 4 States do not protect children under 16 from night work.

The amendment does not take away any State's right to regulate or prohibit child labor; it allows Congress to establish a minimum standard of protection.

Child labor is defined as the working of children at unfit ages, for unreasonable hours, or under unhealthful conditions; their employment under unfair or improper conditions is AN ECONOMIC WASTE, A SOCIAL CRIME, AND A POLITICAL MENACE, and of far reaching consequences to the generations to come.

"What Price Glory," the magnificent war play which has been stirring New Yorkers for the past few months, has brought out Louis Wolheim, in a profoundly interesting role, the drunken, disorderly Captain Flagg. This is his second appearance in the drama, his first being the stoker in Eugene O'Neill's "The Hairy Ape."

A new book from the pen of Sir Philip Gibbs is entitled, "Little Novels of Nowadays," published by Doran. Sara Teasdale has a new volume of lyrics, "Flame and Shadow," published by Jonathan Cape.

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CHRISTMAS

Z. Clements

At this, the Christmas season, we have exemplified to us, as at no other time, the power of thought.

There is a perfect contagion of joy—perhaps it starts with the children, but no matter how it starts it gathers unto itself more joy, as a rolling snow ball gathers snow, and rare indeed is the grouch or misanthrope who can resist giving in a little to the Christmas spirit, and giving out a little of the self-hoarded and brooded-over so carefully that it has shut out the best things of this life.

This is why we seek, as at no other time, human companionship at the holiday season, and why we so keenly feel the lack of it if we are alone or in a strange town at that time.

We are fortunate in that no one of our membership need dine alone on this day unless it be from choice, for there are plenty of us who will have room for one more at the table, and many who will be glad to join together for a Christmas dinner for those away from home.

Christmas is a day of giving, because it is in memory of a gift—the gift of a life to the service of mankind. Are we keeping the day as it should be kept? Does our gift represent not only a bit of thought, but a part of our self? In other words, is the "Merry Christmas" we speak an unselfish and sincere wish, or is it merely a phrase of custom? The gifts we pass to our friends are merely symbolic; the real gift is that intangible something that springs from sincerity and conveys its unspoken message of true understanding:

This is the day of gifts when we would show
The light within our souls, and send its glow
Out to our fellow men; in memory of the life
That tarried for awhile amid earth's strife.
Thus in His spirit do we strive this day
Some worthwhile thought, some kindly word to say.
Gift born of love and faith beyond all price,
Part of ourselves—this only will suffice;
The essence of the soul that we would be
If from our earthbound follies we were free.

The Noble Prize Novel is translated from the Polish, and is entitled "The Peasants: Autumn," the author of which is Ladislas St. Reymont. This story is more of an epic than a novel as we know it. It is an epic of the past. Someone says that an epic of the present is hardly possible, accustomed as we are to eight-cylinder cars, the airplane, the radiogram, not forgetting to mention our jazz!

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CLUB NEWS

ESTELLE V. WALKER

Our Glee Club is progressing nicely. We are told that at the last meeting Winifred Kerr and the leader, Mrs. Cotton, sang a duet, also that they are preparing a most delightful program for our Christmas Jinks.

The Dancing Class is also attracting more than usual attention. Last Monday evening a passer-by was so attracted by the music emanating from the Club rooms, that even though he was slightly under the influence of what he had been imbibing, he managed to safely negotiate two flights of stairs, and was most desirous of remaining as a spectator.

The Glee Club and Dancing Class meet every Monday night at the Club rooms.

Miss Mae Shannon has recently become a member of the staff of the California State Life Insurance Co. The Club wishes her every success in her new position.

Miss Aldeen Butler has been missed from our meetings lately, and we are sorry to learn it is due to the illness of her mother. We hope she will soon recover, and that Aldeen will be with us again.

On Monday, December 15th, the Palo Alto Business and Professional Women's Club had the honor of holding the first organization dinner in the new Caledonia Hotel. The speakers were the President and Legislative Chairman of the California Federation of Business and Professional Women's Clubs, respectively Miss Z. Clements and Mrs. Harriet Tyler. We understand they lived up to their reputation, and that we may be proud of them. Miss Matilda Schimpf, Miss Johanna Heim, and our President, Dr. Susan Harris Hamilton, also attended. The hotel was thrown open for inspection, and it is one that Palo Alto may be proud of. Supervisor Margaret Mary Morgan was also to have been on the program, but inasmuch as the dinner was on a Monday night she was unable to attend.

We had a very fine evening last Tuesday. Mrs. Roberts gave us a talk on the Klamath River Indians, their habits, customs, etc. Having lived among them for the past eight years, Mrs. Roberts knows her subject thoroughly. Mrs. Starkweather gave us two modern Indian songs and two real Indian songs. She has a delightful voice, and her singing was greatly appreciated. Following the meeting, about thirty of us adjourned to the Ferry Building as guests of the California Development Board, for the purpose of viewing the wonderful map—"California, a paradise in panorama." Those who have not yet viewed this map should take a special trip for that purpose. It is an accomplishment of which we may all be proud. We also had the pleasure of hearing Mrs. Walter Raymond Jones recite her poem, "San Francisco, the City of Enchantment."

Our next business meeting, which will be Tuesday, January 6th, is most important. Nominations will be made for officers for the ensuing year; also a plan for a new Club home will be submitted. The full membership should be present. Come and present your ideas now, then everyone will be satisfied afterwards.

On behalf of the Club, Miss Dumas, Miss Baker, Miss Shannon and Mrs. Brace are putting in a great deal of thought, time and energy, preparing and marketing bath salts. They are prepared by a special formula, and the ingredients used are of the very best. These salts are delicately perfumed, and are made in four or five colors. The odors are rose, violet, lavender, verbena and 47-11. The price is reasonable—60 cents a pint, $1.00 a quart. They will also refill your own bottles. The demand has been brisk; they only regret that the idea did not occur to them two months ago. It is a lot of hard work, but who minds when it is for our Club—that is the way they feel about it.

ATTEND —

On Sunday, December 28th, the California Federation of Business and Professional Women's Clubs will hold its first quarterly meeting of the Board of Directors at our Club rooms, 575 Market Street. In order that all may become acquainted, a get-together breakfast will be served at 11 a. m. Mrs. Brace and Miss Redman will be the chief cooks, and other Club members have volunteered for the service of setting up the tables, waiting on the tables, and assisting our two cooks in any way they may request.

We had a breakfast like this last year, and the same cooks; that is why we are so delighted in that they have volunteered again, for we know what they can do. It was a most delightful meeting, and this should be the same; in fact, from the returns now in, this bids fair to be a banner quarterly meeting. All have not as yet been heard from, but we know that Los Angeles, Bakersfield, Palo Alto, San Jose, Stockton, Berkeley, Oakland, Sacramento, Chico, Modesto, Eureka, Napa, Richmond, Santa Rosa and Sacramento, also San Diego, will be represented.

All members of Federated Clubs are invited to attend.

Volunteers for service will kindly give their names to the Secretary, Miss Holdrun.

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The Business Woman

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VOL. 2 JANUARY 3, 1925 No. 1

Weekly Program

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ADAPTABILITY

Z. CLEMENTS

Are you going east, coming west, or perhaps eading for the south or north, looking for a new ome, new surroundings, greater opportunities?

Well, there is only one way to find all these hings, and that is look for what you wish to find. f you are looking for good fellowship, don't go icking your neighbors to pieces; if you are lookng for congenial surroundings, remember that no lace is perfect and do not permit yourself to be pset by trifles; if you are looking for employment, ear in mind that many others are looking for the ame thing, and a sour disposition, a tendency to e unduly critical is a handicap—a person looking or a position cannot afford any handicaps.

At a luncheon table the other day several people ere discussing the value of adaptability—really uestioning if it was of any great value. To me seemed incredible that its value should be questioned; the ability to adapt yourself to circumtances is almost priceless; it always means a illingness to please, a desire to co-operate, an ffort to make the best of life, and in making the est of life we find the best in life.

If when you arrive at your destination you find at you do not like it, move on. No one can mount to much where he is constantly irritated y his inability to adjust himself to his surroundings. If you feel that you cannot move on, then it is a case of keep your opinions to yourself and hustle.

Home is always a longed-for spot—it is where our friends are; around it are many pleasant memories. Should you care to enter upon introspection and are honest with yourself, you will find that it also has many unpleasant passages. But truly "distance lends enchantment," and when away the mind dwells upon the pleasant moments of the past and comfortably forgets the trying times associated with every life and every clime.

You cannot attract new friends if you drive them away by constant regrets for the old; you will not see your opportunity while you are so busy denying its existence; you will never see the vision beyond the hill if you decline to climb to the top.

It is a pretty good world after all and we all respond to the moods of those about us. If they are friendly, we will be friendly; if they are critical, we will also sit up and begin to look for flaws; enthusiasm breeds enthusiasm; discouragement depresses and embitters.

Remember that each one likes his own home town and to sit down and belittle it to him is like telling a woman her child is ugly. Few would be so impolite as to do this, yet they will freely pick a man's home town to pieces and assure him how much they regret that he must live in such a place.

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CHRISTMAS CHEER FUND

Johanna E. Heim, Chairman of the Christmas Cheer Fund Committee, reports our first attempt at playing Santa Claus to have been most successful, thanks to the generous co-operation of the club members and the tireless work of the members of her committee.

It was no easy task to assemble, pack and distribute, in the limited time at the disposal of business women, sixteen boxes containing food, clothing and toys. Twenty-five needy cases were reported to the committee, and in addition to the sixteen boxes of Christmas cheer mentioned above, $78.50 in cash was distributed among twelve of the cases reported.

A total of $119.50 in cash was subscribed by 49 members, all of which has been paid in with the exception of $5.00, and in addition there were donated a sack of potatoes, a box of oranges, a bag of nuts, jellies, jams, boxes of candy, Christmas wrapping paper, packing boxes and bags, old clothes and toys.

Among the cases reported was one of a family

(Continued on page 3)

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BOOKS

Speculation is rife as to which of the many popular novels is to lead the race for 1925 as the "best seller." Whether, or which, in the following: "The Little French Girl," Anne Douglas Sedgwick; "The Slave Ship," by Mary Johnston; "The Green Hat," Michael Arlen; "The White Monkey," by John Galsworthy; "Rugged Water," by Joseph C. Lincoln; "The Coming of Amos," by William J. Lock; "Julie Cane," by Harvey O'Higgins; "Balisand," by Joseph Hergesheimer; "Humpty Dumpty," Ben Hecht; "The Invisible Woman," by Herbert Quick; "Peacock Feathers," by Temple Bailey; "The Gentleman of Courage," by James Oliver Curwood; "Gone Native," by Asterisk; "Pillilgirl," by Carolyn Wells; "Rose of the World," Kathleen Norris; "Sard Harker," by John Masefield; "The Unknown Quantity," by Ethel M. Dell; "A Passage to India," E. M. Foster; "Shackled," by Achmed Abdullah; "Blind Raftery," by Donn Byrne; "The Quaint Companions," Merrick; "The Devonshers," by Honore Morrow; "The Unseemly Adventure," Ralph Straus, or the "Viennese Medley," by Edith O'Shaughnessy.

Almost all of the above books given in the probable list of probable "best sellers" have at one time and another been mentioned in our brief reviews. Any of them are worth reading; some are better than others, but all of them have a large audience of readers.

"The Divine Lady," by E. Barrington, was reviewed "over the air," a week ago, as being one of the most interesting and one of the "best written" books which has been lately issued. As we haven't the book at hand we do not know the publishing firm, but from the radio review, which was given by a local authority, we can recommend the story as being of exceptional value—of unusual merit.

Lafcadio Hearn is being presented to the reading public—to his friends and admirers again—in the book by Edward Larocque Tinker, just published by Dodd, Mead & Co., called "Lafcadio Hearn's American Days." This is biographical in its nature, and tells of Mr. Hearn's progression in American cities, of his efforts, his work, and his life.

Books reviewed on this page and all late fiction, for rent at

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MINERAL SERVICE BUREAU OF S. P. TO DEVELOP INDUSTRY

Establishment of an Industrial Minerals Service Bureau, under supervision of its Geological Department, is announced by the Southern Pacific Company.

Comprehensive data concerning deposits of minerals suitable for commercial purposes is being gathered for use of manufacturers in all parts of the United States and even in foreign countries.

Thousands of questionnaires, upon which are listed commercial minerals needed for production purposes, have been sent to manufacturers. Replies from these now are being received by the Bureau.

These returns giving the needs of factories for minerals are being checked with detailed reports received by the Industrial Minerals Service Bureau of the railroad showing the minerals available in various sections of the West.

Samples of minerals obtainable in commercial quantities are tested by the geologists and, when necessary, other investigations are made to accurately determine the situation concerning needed supplies.

The Bureau is working in close co-operation with Chambers of Commerce and public officials of States and cities served by the Southern Pacific in order that this phase of industry may be developed to the fullest extent.

Reports from various parts of California, Oregon, Arizona, Nevada and New Mexico state that the Bureau already is proving a big factor in developing important industrial activity.

The Service Bureau of the Southern Pacific Department comprises a part of the general plan of the Southern Pacific to materially aid in developing Western States served by it. The Bureau acts as a clearing house through which the needs both of the producer and the manufacturer are met.

Christmas Cheer Fund (*Continued*)

with ten children, all under 15 years; one of eight children, and the father had been in the hospital all summer; another where there were seven children and a sick father; another with five children; there were several families with two, three or four small children. Eight cases were women, who were not only alone in the world, but ill or well along in years.

Because the foods purchased for the Christmas boxes were intended for charitable use, we were enabled to buy them at the lowest wholesale price. The Club is to be congratulated on the excellent work of this committee.

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THE FEDERATION BREAKFAST

Again have Mrs. Brace and Miss Redman proven the truth of our oft-repeated statement that the business woman has a decided advantage over the home woman; not only can she conduct the affairs of a business efficiently, but on a moment's notice she can step into the home and handle it just as efficiently. But reverse the situation and ask the home woman to step from the home into the office, and it is quite a different story.

They stepped into the Club kitchen Sunday morning, and without any fuss or worry expeditiously prepared a most excellent breakfast for approximately fifty business women. The quantity of hot biscuit consumed was staggering; but who could resist, particularly when the jam provided was also put up by one of our Club members?

We doubt if we have among our 300 members any woman who cannot prepare and serve an excellent meal, and many of them make their gowns and hats; few indeed have any idle moments, for if they see a little time ahead they indulge in some course of study they have long looked forward to. To be a business woman is to be a busy woman.

Our guests enjoyed the breakfast; no one had an opportunity to feel lonesome, there was so much cheerful banter and good fellowship, and they all joined in a rising vote of thanks to the San Francisco Club for its hospitality. Those who served were Winifred Kerr, Matilda Schimpf, Mae Shannon, Lillian Wendemuth, Nettie Libbing, Clotilde Gabriele, Camilla Morgan.

The following members of the Board of Directors of the Federation were personally present:

Z. Clements, President, of San Francisco.

J. Frances Emans, First Vice-President, of Los Angeles.

Josephine V. Endert, Recording Secretary and President of the Business and Professional Women's Club of San Jose.

Clara Morgan, Treasurer, of Bakersfield.

Violet Neuenburg, Corresponding Secretary, of San Francisco.

S. M. Chalmers, Auditor and President of the Business and Professional Women's Club of Oakland.

Claire Coltrin, Director, member of the Santa Rosa Club.

Margaret Marshall, Director, President of the Chico Club.

Caroline Nunlist, Membership Chairman, member of the San Francisco Club.

Camilla Morgan, Publicity Chairman, Secretary of the San Francisco Club.

Harriet P. Tyler, Legislative Chairman, member of the San Francisco Club.

Grace Stoermer, Chairman of Economics, from Los Angeles.

Anna D. Duffy, of Sacramento, President of the Northern District.

In addition, the following club presidents attended:

Marguerite Stevenson, President of Sacramento Business Girl's Club.

Margaret V. Girdner, President, Palo Alto Business and Professional Women's Club.

Estelle Bruce, President, Bakersfield Business and Professional Women's Club.

Dr. Emily Collar, President, Santa Rosa Business and Professional Women's Club.

Dr. Susan Harris Hamilton, President, San Francisco Business and Professional Women's Club.

Miss Natalie Clark, President of the Salinas Club.

Jane C. Humphreys, who was the first President of the State Federation, and Orabelle Chilton, both of Los Angeles; Elizabeth Tunnel, of San Diego; Miss Mildred Henrichs and Miss Hannah A. Pedersen, of Salinas; and Margaret Mary Morgan, who served last year as First Vice-President of the State Federation, also attended.

"Bachelors and male apartment dwellers," according to Miss Wetherell, "constitute the bulk of the men who want to do their own cooking. Occasionally, however, a husband brings his wife to the class or a young man his sweetheart, and it is not unusual for a man who has been living for years on a warmed-over and monotonous diet to call up the home service instructor of the gas company and thank her, almost with tears in his voice, for the change which has taken place in his home.

"Cooking with modern gas appliances is a simple matter," Miss Wetherell said. "There is nothing occult about it. Most of the famous chefs of the world have been men, and there is no reason why men cannot be just as good cooks as their wives."

Our good member, Mrs. Brace, has offered to talk to us on the Income Tax laws. Those of you who are interested in this, please get in touch with Mrs. Brace, Phelan Building, Douglas 755, so that an evening may be chosen which would be convenient to all. There is no one more competent to talk on this subject than Mrs. Brace, and I hope a lot of the members will take advantage of this offer.

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VOL. 2 JANUARY 10, 1925 No. 2

Weekly Program

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SPECIAL BUSINESS MEETING AND DINNER

Tuesday, January 13th, at 6:15 P. M.

Price 75 Cents

GENERAL DISCUSSION

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This meeting is IMPORTANT. Do not fail to attend.

MAKE YOUR RESERVATIONS EARLY

THE FLAPPER

Z. CLEMENTS

You can amuse yourselves mornings by reading the latest review of the *Flapper*. It seems to be a favorite indoor sport to ask the view of the great and the near great on this subject—and the views are as many as the hues of a rainbow. One says she is all right, the next she is all wrong; one claims she is the salvation of the country, while the next solemnly declares she is hurling the world to perdition. One claims she is an inspiration, while the other states she detracts and distracts. The majority are "Agin," and view with alarm the fate of the unprotected male who crosses her path.

The funny part of it is that those who proclaim her as a deadly menace in one voice, the next moment are bewailing her weakness and need of protection.

Why not worry about the Sheik for awhile? The flapper can spare some of the unsought attention he is being showered with.

The funny part of it is neither flappers or sheiks are new—they always have and always will be—merely the name is different. The younger generation—no matter what you name them—are always a shock to the older. They are always—according to the old standards—composed of explosive matter—sure to set fire to the world, bound to join one another; but the old world goes on just the same, and the flapper and sheik of today become the alarmist of tomorrow.

Great stuff—youth, filled with the enthusiasm of inexperience, nothing daunts them; therefore, they turn the wheels of progress despite the blocks of precedence and conservatism chained to them by their elders. I was listening to the youthful President of a Business Girls' Club the other day, telling of a clever stunt they had put over, which entailed ingenuity, much planning and hard work —"but," she said, "if we think we can do a thing we just go ahead and do it—and it is done." Most of us waste our time wishing we could do it, worrying over all the stumbling blocks that might stop us, and we so wear ourselves out with this preliminary worry that we haven't the necessary pep to tackle the real task.

Just think of all the time wasted over worrying about what the world is going to do to the flapper and what the flapper is going to do to the world. But then, let us also think of all the space it fills up in the news columns, and all the subjects it provides for pupils and platforms, Club papers and Club discussions. After doing this, rummage around and see if you can find a picture of the flapper of twenty-five years ago, and compare her with the flapper of today—then take your choice. We haven't any doubt which one you will choose.

Once croquet was a wild dissipation; tennis was fearfully sporty, but today life is worth living, every outdoor sport she may now enter—and it is

(Continued on page 3)

The Business Woman

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L. B. LAPACHET.....*Publisher*
DR. SUSAN HARRIS HAMILTON....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

Club meetings are held every Tuesday. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on other Tuesdays, alternating with a luncheon or dinner as per notice. When a fifth Tuesday occurs, a dinner meeting is held.

Daily luncheons are served except Saturdays. This service includes a special luncheon, a la carte or short orders.

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Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

FINANCE

Once a month for the past ten months the Finance Chairman has made a little speech telling us to bear in mind what makes a happy and prosperous Club.

1st.—That a Club is a business.

2nd.—The business of a Club is membership and attendance.

3rd.—That it doesn't require the attendance of all the members all the time to make it prosperous.

4th.—But it does require an attendance of one-sixth of our membership daily, one-third of our membership at our program lunches, two-thirds of our membership at our program dinners.

And now she wishes to add the following:

1st.—The mere existence of a Finance Committee does not create finances.

2nd.—The Finance Committee can point out the weak spots in our financing and suggest a remedy.

3rd.—Suggestions are wasted if not adopted.

4th.—The Finance Committee can also, as it has on two occasions, and now contemplates doing again, devise ways and means of obtaining funds—but that is not sound business, when this lack is caused by poor attendance and non-payment of dues. Those who attend are doing their share; this article is for those who do not attend and have missed all these little curtain lectures.

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CLUB NEWS

By ESTELLE WALKER

Miss Abernathy, who has been laid up several months on account of an accident, has recovered so that she was able to spend the holidays in Los Angeles. We are looking forward to seeing her at the Club again.

Mrs. Arthur Wise is recovering from an attack of bronchitis. We hope she will soon be feeling like herself again.

The Glee Club made such a big hit at our Christmas dinner that they added two more members to their ranks. Why don't you join too? Monday evening, at the Club rooms, 7:30.

Did you see the graceful interpretation of the old-time Christmas festivities which the Dancing Class gave last Tuesday evening? Why don't you come and try it too? Monday evening, 6:00 o'clock, Club rooms.

Those of you who heard the Dramatic Section at our Christmas dinner will be anxious to join that group of celebrities. The next meeting will be held at the home of Miss Johanna Heim, 970 Geary Street, near Polk, on Tuesday evening, January 13th, at 7:30. Everyone is welcome.

We are very sorry indeed to hear of the accident which Mrs. William B. Hamilton's son met with. He was thrown to the pavement from a moving car and received a fractured skull.

Once more comes the cry about reservations. At our Christmas dinner, the members evidently forgot to let us know they were coming, as we served FORTY more people than we had reservations for. Some of us only got bones. Do you think that is fair?

Last September a blank was sent to you for you to fill in your name, residence, home phone, firm name and address, business phone, nature of business and your position. We have not heard from everyone. If you did not send in the blank, will you please write the information on a blank sheet of paper and send it to Miss Grayce Redman? Thank you.

How many of you attended the Strand Theatre last week? It's too bad we didn't all know about it. The *Bulletin* exhibited a picture showing Club activities in San Francisco, and among the pictures was one of our President and several members grouped around the entrance to our Club. I understand there have been several inquiries regarding our Club as the result of this picture.

Our member, "Lady Jane" Roberts, gave us a couple of harp solos at our Christmas party, and we hope she is going to favor us again some time, as we enjoyed them greatly.

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Dr. Hamilton, our President, presented to the Club as a Christmas gift, a painting of Mt. Tamalpais, by Arthur Best. Hearty appreciation was expressed by those present.

Mrs. A. H. Brace has received several inquiries as to her promised talk on Income Tax Procedure, and as a result, she suggests that the members interested send in to her promptly the questions they wish answered. This will enable her to give a thorough talk on the points that the members are most interested in, instead of dealing in the subject generally. As it will be necessary to give the talk at an early date, will you kindly mail in questions at once?

FOR THE KIDDIES

The children of San Francisco who are without parents are in need of books. The usual books suitable for youngsters up to the age of sixteen years will be most gratefully received and sent on their way by Lillian Hall.

Send or bring discarded or donated children's books to the Club rooms.

Is it not rather pitiful for kiddies to be lacking books so soon after Christmas, when their supply should be at its height?

DUES

Have you paid your dues? Remember, if your dues are not paid you cannot vote.

Also, remember, the Treasurer and the members of the Finance Committee would be much happier if they did not have to worry over how to bridge the gap caused by delayed or non-payment of dues. Our By-Laws provide for this posting of delinquent members, and we will be obliged to comply with this provision.

ATTENTION!

The BUSINESS WOMAN has been published for six months, during which time we have had contributions from six members, which means that some one must do a lot of scurrying for copy. The ideas of just a few of us necessarily become stale tiresome.

We have many Club members who certainly have ideas worth writing about. Why not let us have the benefit of them?

FLAPPER (*Continued*)

the outdoor life that promises well for the future generations. By the way, do you remember the day when they condemned women for wearing the corset, and do you note that the past year or two they have started to condemn them for not wearing corsets? Is it ever going to be possible to please these critics?

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A HOWL - *By E. Walker*

Did you notice that my name was not in the paper in the issue of last week? That was because no one called me on the telephone or dropped me a few lines by mail to let me know what was happening. You know I need everyone's help if this column is to be successful, as I do not want to write about the same people all the time. Please keep me posted.

HOLLY TODD STUDIO

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BOOKS

This writer would like to offer several suggestions for reading for 1925. One is, read some late book of etiquette. There are a fair number which have been issued within the last twelve months. Two volumes, one I am reading, is by Lillian Eichler, published by Nelson Doubleday, Inc. There is one which is written by Emily Holt (I am quite certain of the name), who was for many years Secretary to "the first lady of the land" at Washington, D. C.

The main reason for this first suggestion is, that in reading about an admirable quality—one that all may attain—it more often than not gives one a feeling of desiring that quality. Now, the main quality which runs through the pages of a book of etiquette, is that of courtesy. Courtesy, of the right or the correct sort, must be imbued with kindliness; kindliness with consideration for one's fellow creatures; consideration begets thoughtfulness; the last named quality savors the best way of pleasing; pleasing, graciousness—and so on ad infinitum.

In giving out the above suggestion which has to do with the amenities of life, we are reminded that modern science is advancing us to the point where we are fast coming to know that our concern is not only for our own personal life—or lives—but of life as a whole, and the most brilliant book in this line which has probably been written within the past year is entitled, "The New Decalogue of Science," published by Bobbs-Merrill Co., Indianapolis. The author of the book is Albert Edward Wiggam. It is not possible to give adequate praise in a line or two of inadequate words. But it is splendid reading, full of common sense, and told with wit and humor. To many it is more fascinating than a fairy tale. It was one of the good things that came to our house at Christmas.

Another suggestion for 1925 the writer would like to make (this in no way to hinder our fine Circulating Library: "A-Y-E-R-S"), dig into some of the old writers now and again. Believe me, they are refreshing! Who creates such characters today as "Pickwick," "Dick Swiveller," "Mrs. Jarley," "Oliver Twist," "Squeers," "Micauber," "Uriah Heep," all of Charles Dickens? Where can you find a modern "Becky Sharp," a "Henry Esmond," a "Pendennis," such as Thackeray has created? These in English, not counting the long list of French writers whose characters are living once again through the eye of the camera, and are given in screen reviews.

Now, for today again: I have had sent me, by one who is interested, a brief criticism quoted from the *Christian Science Monitor* on a new novel written by Ethel Sedgwick, "Laura." The criticism says: "Those who already know this author will seize eagerly upon every new novel she writes, for they come at long intervals, which may have something to do with their perfect workmanship."

The author of "Bunk," W. E. Woodward, has written a new novel entitled, "Lottery," published by Harper & Brothers, New York. "Lottery" contains two things which go to make a book interesting—humor and clever incident. The hero of this story, after winning a couple of thousand dollars for a start, accumulates a million by the time he is thirty. The hero's name is Jerry Garrison; his wife's name is Lulu. I say that Jerry would never have arrived in the front van except for the cleverness of Lulu.

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SPECIAL COLLECTIONS

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Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JANUARY 17, 1925 No. 3

Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

DINNER

Tuesday, January 20th, at 6:15 P. M.

Price $1.00

Speaker: **W. L. HUTCHINSON, Assistant District Forester**

Subject: **Description of National Forests in California and the Work of the United States Forest Service.**

Illustrated with lantern slides of the National Parks.

CO-OPERATION

Z. CLEMENTS

This is a word that is rather worked to death; evertheless it is a good word, and those who be-eve in it and demonstrate its meaning, are able o accomplish great things.

To work together—presumably for a good pur-ose, although it would still be co-operation were he purpose questionable. Have you ever noticed ow some words are what you might term friendly vords; we do not expect to use them except in a riendly way, and co-operation is one of them.

To make a success of anything requires co-peration. You are not successful by yourself, or for that matter, is an individual wholly re-ponsible for his failure. So many things, insig-ificant things many times, determine our course. o many little things we do are like seeds planted o be harvested later, and sometimes we are rather urprised at the crop, and inclined to think that e planted same from a Congressional packet, but is merely that we planted unthinkingly.

Mark Twain wrote a story, which was not pub-shed until after his death, in which he tried to how that as we travel through life we have at requent times the choice of two roads, but which-ver we choose, and it is usually chosen unthink-ngly, the path is definite, and there is no escaping he consequence.

Therefore, it is a good plan to co-operate wisely -work with the world as you travel, not against —and you will find the way not only easier but uch pleasanter as you get further along in life.

Yet, do not travel with the mob, preserve your ndividuality, both in thought and action. In the book referred to above. Mark Twain dwelt at length on the mob spirit, holding up to ridicule human nature for its folly in joining the cry of the pack, and senselessly following even when they knew that to do so was evil. He designated it as lack of moral sense, but I would call it lack of moral courage.

We do like the beaten path; we feel that it has been tested out and whoever journeyed that way arrived safely at destination. Our liking in this respect has made the world's highways and determined the location of its great cities.

But if we all cling to the beaten paths we will get nowhere except as we are forced off the road by pressure of numbers.

Fortunately, there are always some not so timid, or, perhaps, blessed with such inquisitiveness as to find it impossible to refrain from exploring the unknown—these break new paths for the mob to follow.

And the mob itself will be whatever its leader may be—if kind, it will act kindly; if stupid and cruel, the mob will be cruel.

Therefore, if you cannot lead, choose for a leader one who will lead wisely, and co-operate with this leader; in this way you also lead, unconsciously—and the leader—he becomes a great leader because of this co-operation.

Life is a sort of House That Jack Built, each part hinges upon the other, and it survives the storms that beat upon it only so long as all cling together.

The Business Woman

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San Francisco Telephone, Kearny 3416

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MADE-TO-ORDER VS. HAND-ME-DOWN EXERCISE

You can't take the same standardized exercises your neighbor does, and get the best results. You have to have them "made to order" in accordance with your individual needs, and it may be better to have a physician help you arrange them, according to Dr. Andrew A. Gour, well-known writer on health and exercise, who writes on Selective Gymnastics.

"Once you have determined your weaknesses," he says, "or have had them demonstrated to you, if you are in doubt as to what type of activity to choose, remember the general rule: an exercise requiring strength for its performance will develop strength; one requiring skill will develop skill; one requiring agility will develop agility; one requiring speed will develop speed; one requiring gracefulness will develop gracefulness; one requiring muscular sense will develop muscular sense, and so on.

"Every activity reacts upon the body in accord with the type of power required to perform it. Therefore, for all-round development, one should not select only the activities in which he feels at home, but rather those in which he feels awkward, providing they are within his safe limit. Every activity that is easy is unnecessary, for it no longer educates one's physical powers."

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CLUB NEWS

ESTELLE WALKER

Sadie Kuklinski has recently accepted a new position of which she may well be proud. She has been made Chief Clerk in the Bank Examiner's office with the Federal Reserve Bank. Congratulations!

Z. Kathleen Ayers and Miss Kuklinski were the guests of Lillian Palmer and Emily Williams at Wake Robin over the holidays.

Mrs. Grace Perego has returned from a three months' trip to Europe. We hope she will come to the Club soon and tell us all about it.

Clotilde Grunsky is off again on a little jaunt to New York. She left last Saturday and expects to return the first week of February.

At our business meeting last Tuesday we were glad to welcome two old members who have been missed from our meetings for some time—Miss Lydia Johnson and Mrs. Anna S. Hasty. We hope they will both come oftener from now on.

At our meeting on January 27th, which is a luncheon, we are fortunate in having for a speaker Dr. Olga Bridgman, Associate Professor at University of California. Those of us who have been fortunate enough to have heard her in the past can guarantee a very interesting meeting. Come one, come all.

On Saturday, January 24th, our members are invited to meet at the Palace of the Legion of Honor in Lincoln Park, at 2:30 p. m., where we will be met by Madame Clarefait, who will personally conduct us through the Palace. This is a fine opportunity to see this beautiful building, to say nothing of the exhibit itself. Madame Clarefait has been conducting personal tours through this building since it was opened, and will see that we see and know all there is to be seen and known. Don't forget the day—Saturday, January 24th, Palace of the Legion of Honor, Lincoln Park, 2:30 p. m. Let's all go!

At our business meeting last Tuesday night we had a very interesting time. Those of you who miss our business meetings miss some good times, as they are like a family gathering. There were two important matters that came up last Tuesday. Our good member, Mrs. Edward Dexter Knight, of the Bank of Italy, presented to us the plans of The Woman's Building and what they had to offer our Club for a home. Then we had nominations for officers with the following results:

President—Dr. Susan Harris Hamilton, Mrs. Clotilde Gabriel.

(Continued on page 3)

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DRESS BY THE THERMOMETER

It is a great mistake for the office worker to ress in flannels just because winter has come, in ie opinion of Dr. H. I. Magoun. He says:

"You should be dressed according to the temerature of your surroundings, and not according) the season of the year. If your work is in a team-heated office, kept at seventy degrees or igher (it properly should be sixty-eight), you hould dress, at least the upper part of your body, o warmer than you would in the spring or fall nder such conditions. Then when you go out into ie cold, you will not be sweaty. You can meet ie change in temperature with a warm overcoat, nd you will not catch cold.

"Protect your extremities, especially your nkles; wear less on the upper part of your body; ear least around the front of your throat. Throw ack that muffler!

"In some people the back of the neck and beween the shoulders is exceedingly susceptible to rafts. These places may well be protected. For thers, a flannel belly-band is indicated, and will ive an immense amount of comfort. Most imortant of all, however, is the sensible clothing f the body according to temperature and not seaon, in combination with a proper system of bathig."

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BOOKS

G. K. Chesterton is, according to his own statement, of the opinion that the modern education is making people too sophisticated, that instead of teaching us how to appreciate things, its tendency is to teach us how to depreciate them.

"Who Will Remember," is a late book by Margaret Irwin, Thomas Seltzer, publisher, New York. A tale of pure romance, a fairy tale, as is also "Bill the Minder," written and illustrated by W. Heath Robinson, issued by George Doran Co., New York. These are both delightful stories for youngsters especially, and for older readers too.

"Woodrow Wilson: The Man, His Times and His Task," by William Allen White; Houghton-Mifflin Co., New York, is among the December list of books of "special interest." One statement is caught among the pages which is good perhaps for us to think about in connection with our great War President: "The relation between character and fame is not of first importance. . . Many good men die unknown. . . Woodrow Wilson's place in history will not be determined by his character. . . The quality of a man's mind brings him only academic fame."

We read that Hall Caine has been working thirty-five years on his "Life of Christ," and it isn't finished yet.

The young woman who just won a $13,500 prize for her novel, "The Passionate Flight," has a volume of verse which is soon to be published by Thomas Seltzer.

Michael Arlen, author of "The Green Hat," plans to come to America this year. Question: Will he, too, come before a suffering public as a lecturer—an English one?

A collection of Conrad's *letters* is being made by G. Jean-Aubry, and will be gratefully received by him through James A. Pinker & Son, Talbot House, Arundel Street, Strand, London.

"The Unknown Quantity" is the story of a cave-woman. It is written by Ethel M. Dell, G. P. Putman's Sons. It is the story of a beautiful, fearless girl, Jeanette Wyngold, who fights her way from being heiress to millions through poverty and up again. The story is full of suspense and thrills, of misunderstandings and blindness.

"The Burden," by Jeffery, published by Thomas Seltzer, is a story of non-surrender to the path of the least resistance. The pain is poignant, the dramatic situations are such as to feel the action of the characters vividly, the dialogue is always revelatory and explicit.

"Alfonso XIII Unmasked," *The Military Terror* of Spain, is the title of the latest book by Vicente Blasco Ibanez, published by E. P. Dutton, New York. This book has been strongly censored in Spain.

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Official Publication

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VOL. 2 JANUARY 24, 1925 No. 4

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LUNCHEON

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Price 60 cents

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Associate Professor of Chemical and Abnormal Psychology
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Subject: **Types of Juvenile Delinquents.**

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LETTING WELL ENOUGH ALONE

Z. CLEMENTS

Whenever a pioneer starts out to widen the orld's horizon he is assailed with this injunction: Let Well Enough Alone."

It is the excuse of the lazy and indifferent, the fuge of the cowardly, but the scorn of the pro-ressive.

Those who most loudly shout it forth are the first be trampled underfoot by the mob rushing for-ard to reap the benefits to be derived from the forts of those who refused to be stayed by it. The mileposts of progress in the world's history ce the men and women who turned from the ncied ease and security of conditions that were the hazards and conflict of creating conditions at their sense of justice told them should be.

It is an endless battle, an endless battle of those lessed with the vision and the courage to seek s fulfillment against those content to dream their aradise, or those who prefer the limitations and akeshifts of the known, to the possible hardships the unknown.

We do not like conflict, but for leaders we must ave fighters. By this we do not mean the quarrel-me ones. We mean those who, when they are re they are right, will refuse to be stayed or rned from their path by the importunings of the different or fearful. We need those who will and by their convictions, and not be swayed by ar of the disfavor of little minds. We need ose who will choose their plan carefully, but will ick to it loyally. We need those who can give selfishly of their service for the success of a progressive movement or righteous cause, remembering that each individual is but a cog in the whole machine, but that each cog must be fitted with care if the progress is to be rapid.

Men and measures. How much one depends upon the other! No matter how glorious the vision, how carefully planned the means for its fulfillment, it may be wrecked by stupidity, shattered by cowardice, delayed by indifference.

The majority of us plod along our way, unheeding the frantic signals of those who are calling to us to help them break a new path—when some would stop to listen they are pushed ahead by others with the remark—"the old path has always served, why leave it? Let well enough alone." Thus we perpetuate evils while flattering ourselves upon our judgment, and it is only when disaster has personally touched a number of us do we hasten after those who called to us so long ago to break the new road with them.

"Let well enough alone!" You may—but you will not be let alone; the world revolves and evolves, rapidly, in spite of the many who frantically clamor that it stands still, and you are whirled along in the process. If you go willingly the road is a happy one; unwillingly—drudgery and misery, dissatisfaction and conflict beset your path.

Perhaps there comes a time when you must be cruel to be kind; it requires courage, courage to face the criticisms of those who do not under-

(Continued on page 2)

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By Z. Clements (*continued from page 1*)

stand, courage to keep from letting well enough alone. But the world always holds to the happy memories of the past and forgets its bitterness and follies in the conflict of the present—that is why we so often speak of the "good old times." There is no "old time" that held as much for humanity as today holds; no time that could give to the world better men and women than today can; no time that has produced greater thinkers than today may—it will take the perspective of time to reveal them.

GAINS

Two women were elected Governors, the first time any woman has ever held the position.

Illinois and Pennsylvania have each elected a woman State Senator for the first time.

Two States have for the first time sent women to their Assemblies.

New York elected the only woman who appeared on the State tickets of either of the two major parties.

At least 122 women were elected to State offices. One woman was elected to Congress.

Virtually every office has been, is being, or will this year be held by some woman, except that of Coroner.

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CLUB NEWS

ESTELLE WALKER

Europe and trips around the world seem to be the aim of many of our members. Miss Cornelia Farrell is in Europe at the present time. Miss Lillian O'Hara, of O'Hara & Livermore, left on the 17th for a trip around the world, and about May 1st, Miss C. L. Glenn and Jennie Gada leave for a two-year's trip around the world. The last three plan to meet in Italy. We wish them all God-speed and a wonderful trip.

During the week the newspapers have announced the passing of one of our charter members—Miss Ann Featherstone. While she has not been one of us for the past couple of years, owing to her leaving San Francisco, still she was well known and well liked by the majority of our members. She has been very prominent in Club and civic affairs of the city, and was responsible for the raising of the $200,000 which brought the Chicago Opera Co. to this city a few years ago. Our sympathy goes to her relatives and many friends.

Last Wednesday evening, in the French Room of the Palace Hotel, a dinner was given by Miss C. L. Glenn in honor of Miss Jennie Gada, who has retired from business, closed out our Venetian Art Shop, and intends to play for a while. Miss Gada has owned and operated the Venetian Art Shop so successfully the past fourteen years that today she can retire. Our Club can indeed be proud of her accomplishment, and we trust that she will thoroughly enjoy her play time in Europe. Although there was not much said the other evening about Miss Glenn, still it may be of interest to know that she has also retired from business, and will accompany Miss Gada on her trip. Our best wishes to you both.

The Richmond Club has started in earnest now. Mrs. Marie Jensen reports they start with 25 members, and their initiation fee is $10.00, and dues $10.00. She has evidently instilled some of her "pep" into the Club, as they expected to have four automobiles in the parade to celebrate the new Richmond Ferry. Congratulations, Richmond!

At the business meeting of the Club held last Tuesday evening, it was voted to do away with the daily lunches, starting February 1st. There have been several offers to run the kitchen by women who think they can make a success of it and some arrangement may be made with them to run it on their own responsibility. If such an arrangement is made, further notice will be given in the next bulletin.

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REWARD OF SERVICE

Upon the front page of the San Francisco *Examiner* of January 16 appears an article from which we quote in part as follows:

WASHINGTON, Jan. 15.—Mrs. Mabel W. Willebrandt, Assistant Attorney-General, who was slated for the Federal Judgeship vacancy in the Northern District of California, has been eliminated from the contest, *Senator Shortridge*, of California, asserted today.

Since the announcement that the President had under advisement the selection of Mrs. Willebrandt, strong protests have been filed at the White House by leading citizens of California.

While attributing to Mrs. Willebrandt high mental attainments and paying her many compliments for her high character and strict integrity, the President is being told by protestants that to appoint her to a Federal Judgeship might lead to much dissatisfaction.

Because of the activities of Mrs. Willebrandt in the prosecution of violations of the Volstead Act, many prominent people in California have informed the President, her elevation to a Judgeship at this time would be unwise and unpolitic.

Perhaps we do not understand the English language, but it would appear to us from the wording of the above that the President is advised it would be unwise and unpolitic to elevate Mrs. Willebrandt to the Judgeship because she has so plainly demonstrated her understanding that an oath of office is something to be fulfilled—in other words, that when sworn in to enforce the law, she will use every effort at her command to enforce it. If we are correct in this understanding, then there is little need to seek the cause of prevalence and profitableness of crime. If a person is to be condemned because of enforcement of the law, then enforcement of the law must of necessity become unpopular and crime a licensed profession.

And, furthermore, is not the implication this term conveys rather a reflection upon the eminent gentlemen mentioned for the position? Is it not subject to the construction that they have not antagonized by their stern devotion to duty, wherefore their appointment would be wise and politic?

Truly the ways of politics are past all reasoning when it is intimated that public favor must be purchased at a sacrifice of public trust. But then, as we stated at the outset, perhaps we do not understand the English language.

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BOOKS

A late list of new books as given is: "The Inevitable Millionairess," by E. Phillips Oppenheim, Little, Brown & Co.; "Three Flights Up," by Sidney Howard, Scribners; "The Symbol and the Saint," by Eugene Field, Rudge, New York; "The Clock," by Aleksei Remizov, Knopf; "The Matriarch," by G. B. Stern, Knopf; "The Soul of China," by Louise Jordan Miln, Stokes; "Beau Geste," by Percival Christopher Wren; "Tales of the Wilderness," by Boris Pilnak, Knopf; "The Seven Sleepers," by Francis Beeding; "Desert Brew," by B. W. Bower, Little, Brown, New York.

"Innocent Desires," by E. L. Grant Watson, Boni & Liveright is, to use the key from the title page, a story concerning "Innocent desires . . . those which can be satisfied with a good conscience."

"Entranced," by Grace Flandrau, Harcourt, Brace & Co., New York. The story is of one, Rita, and of another, Dick. A story of "breaking" into St. Paul society, which involves high finance and heavy losses. A story where the man is the one entranced with himself this time, and not the woman.

"La Roux," by Johnston Abbott, Maxmillian, is the story of the "New France" back in 1641—four centuries ago. This is a story with an historical background. It contains a hero, a heroine, and, what has become obsolete in our modern life, a full-fledged fiendish villian — (villyan) the parenthesis is my own. One critic from a well-known New York review, says of this book: "It is all about as exciting as a demonstration of a proposition in Euclid." Evidently in this case the story must depend upon the aptness of the reader's mind to become excited.

"Smoking Flax," by Robert Stead, Doran. Hasn't this novel been presented to the public very lately in a movie picture? I think so. At any rate, it is a late book, the story of which is a simple tale of Canadian prairies, a search for health—romance and adventure.

"So Much Velvet," by F. P. A., issued by Doubleday, Page & Co., is among a small number of books, another being, "Stacey," by Alexander Black (Bobbs-Merrill), as being a good "ration for week-end readings."

Do you know that "Wuthering Heights" is probably the most widely read of all the Brontes' novels? Also do you know that this novel is, or has been up to a few years ago, if not now, considered the greatest novel—English novel—written? Anne, the author of "Wuthering Heights," is contended to be the greatest of the sisters. It was Charlotte Bronte who wrote "Jane Eyre." The three sisters were, Charlotte, Emily Jane, and Anne. Each of these women were poets. The complete poems of each sister—complete in separate editions—have lately been published by George H. Doran Co., New York, and are now being reviewed in various "book review" columns.

Of the three sisters, it is Emily that really sings in her poetry. The gift of melody is hers; she is like our own Emily Dickinson; hers is the singing voice:

The linnet in the rocky dells,
The moor-lark in the air,
The bee among the heather bells,
That hide my lady fair;

The wild deer browse above her breast,
The wild birds raise their brood;
And they her smiles of love caressed,
Have left her solitude.

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VOL. 2 JANUARY 31, 1925 No. 5

Weekly *Program*

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BUSINESS MEETING AND DINNER

Tuesday, February 3rd, at 6:15 P. M.

Price 75 cents

ELECTION OF OFFICERS

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Article IX, Section 6, of By-Laws

Any member whose dues shall be unpaid for 30 days after the same shall become due, shall be declared delinquent and shall not be entitled to vote.

FAITH

Z. CLEMENTS

The dictionary defines it as a "belief, a trust, firm conviction of the truth of a statement as ot forth by another."

We hear a good deal about faith nowadays, but ot always as representative of its definition, ıore often it is held up to us as a miraculous ord, a word that means surcease from human ls, happiness out of misery, prosperity out of overty.

This is the idea that is presented by many who eate the impression that faith lies in the mean-gless repetition of words tending toward the lfillment of some longed-for wish or desire.

Words alone are of little avail, for faith is born the knowledge that the object sought is worthy seeking, that the deed to be accomplished is orn of righteousness; that the cause to be won based on justice. It is these three that bring rth the "firm conviction of the truth," and eate the forces that cannot be denied.

We have faith that fundamentally humanity re-onds to the kindly impulse; therefore, we will ot let the outstanding instances of cruel thought-ssness dismay us. If they were common and stomary we would not note them.

We have faith that in the hearts of men there always a spark of justice, although at times eply overlaid by the cowardice of mob psychol-ogy, which often stifles it effectually with the fear that cries out against individual action.

We have faith that the day will come when the satisfaction of service well performed will rob labor of the tediousness of drudgery.

We have faith that we will see the time when wealth will lose its glamor, and worth will receive its measure of appreciation.

We have faith that in their hearts all human beings despise the arts of war, and look forward to the day when its shadow will no longer menace the world.

And because we know that all these things are right, and just and worthy, and that they represent what should be, and what at all times the great ones of the world have pointed out to us and urged us on to work for the fulfillment of, we know that the day of accomplishment will come.

Faith is the spectacles of accomplishment, looking through them we cannot see the discouragements that would break our courage; we cannot see the ignoble steaks in humanity, but only the things worthwhile; we see not only the vision, but the road to fullfilment.

Believe in the good that you know is in the least of us, and you will treble the forces for righteousness that you will find within the best of us.

IT'S UP TO YOU!

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IT'S ALL IN THE STATE OF MIND

If you think you are beaten, you are.
If you think you dare not, you don't.
If you'd like to win, but you think you can't,
It's almost a cinch you won't.
If you think you'll lose, you've lost,
For out of the world you'll find
Success begins with a fellow's will—
It's all in the state of mind.

Full many a race is lost
Ere ever a step is run;
And many a coward fails,
Ere ever his work's begun.
Think big and your deeds will grow;
Think small and you'll fall behind;
Think that you can—and you will—
It's all in the state of mind.

If you think you are outclassed, you are;
You've got to think high to rise;
You've got to be sure of yourself,
Before you can ever win a prize.
Life's battles don't always go
To the stronger or faster man,
But sooner or later the man who wins
Is the fellow who thinks he can.

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CLUB NEWS

ESTELLE WALKER

Lillian Wendemuth has had a new car for about three months, and it is such an attractive car that someone else took it out of the garage one night last week and left no traces of their destination. However, we are glad to say it was found the following day on Market Street none the worse for wear.

We were glad to see Hazel Baldwin at the Club the other night and hope she will get the habit again and come often.

At our meeting last Tuesday night, Sidney Peixotto gave us a talk on the Community Chest. Don't forget it is time for us to do our share of work as well as to give our share to the Chest. Those who are willing to serve on this Campaign please send in your names to Dr. Hamilton or Miss Holdren.

We had the pleasure of having as our guest last Tuesday, Madame Clerfayt, who has so kindly consented to take us through the Palace of the Legion of Honor. She gave us a short talk on the pleasures that we are going to have in viewing these works of art.

Mr. W. L. Hutchinson, Assistant District Forester, gave a very interesting talk at our last meeting, his subject being "Description of National Forests in California and the Work of the United States Forest Service." His talk was illustrated with lantern slides of the National Parks. We all know of the beauties of these Parks, and never can see or hear of them too often, and so this meeting was very much enjoyed and appreciated by everyone. We also had the pleasure of listening to several vocal selections by Miss Costello.

On Tuesday, February 10th, we are to have a Valentine Party. This program is under the direction of the new members who have joined us within the past year, and we want a good attendance. It will be worth your while to attend. Mrs. W. C. Ralston is Chairman of this committee.

DON'T FORGET TO COME TO THE CLUB ON TUESDAY, FEBRUARY 3rd, AND VOTE.

Our Glee Club and Dancing Class are still meeting on Monday evenings at the Club rooms. If you haven't been down to see and hear the "doings" you had better come—you will want to join them both afterwards.

We are still in hopes of keeping our daily luncheons after the 1st. The committee, Mrs. Brace, Chairman, is working on the problem, and hopes to have a final report by next week. They are endeavoring to find a way to keep the lunch

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oom open without expense to the Club. Further otice will be given next week.

Herbert Hoover has started a national educa ion campaign to stop the slaughter of American itizens by street and highway accidents, due to arelessness, disregard of traffic rules, etc. The ork in the State of California is being handled y the Women's Division of the California Development Association. Our Club was asked to ap oint a representative to help in this work, and illian Wendemuth has consented to represent us.

Seldom in the history of our Club have the mem ers enjoyed a more delightful treat than that hich was afforded us through the courtesy of Ime. Jules Clerfayt when, under her able guidance, e visited the Palace of the Legion of Honor on aturday afternoon, January 24, 1925.

Mme. Clerfayt is well informed on the art easures now on exhibition at the Palace, and gave s an interesting and instructive talk about them s we strolled through the various galleries. It as also good to see so many of our members about 75 of us) take advantage of this opportunity to see this new addition to San Francisco's any points of interest. Let's have another such ting in the near future, as they surely tend to eate a spirit of closer comradeship among our embers. The Program Committee is open to uggestions.

Freedom is the breath of life to friendship. He ho seeks to bind has turned the first shovel of il of its grave. The quiet, measured rhythm of ve and take, held steady and true to the domant note of self-forgetfulness, this alone will inre mutual reverence and respect. You ask, "Are ere any such?" To *be* one is the only way to nd one.

Friends should be to each the other's reflector om which they receive back the diversity of their ntributions. The eyes of my friend see me as I n meant to be, never a beveled edge reflected, it lens adjusted by an understanding love reflects e beauty I would reveal.

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BOOKS

William Archer, whose death took place in London on December 27, was not only one of the foremost British dramatic critics, but was a translator and editor of Ibsen's writings. Mr. Archer made several trips to America, during the last of which he wrote a series of articles for a metropolitan daily.

"The Blue Tiger," a story written by Harry R. Caldwell, from the Abington Press, is one of strong characters in the masculine gender. The writer is from the mountains of Tennessee. He was a missionary in the Fukien province of China, which is infested with man-eating tigers, and is overrun by hordes of bandits and soldiery. It is in this connection that Mr. Caldwell has come to know and to understand something of the courage and the human prowess of "he men," for he himself is said to be one of them.

"The Enchanted Wanderer" is by Nicolai Lydeskov, translated by A. G. Paschoff. This story concerns itself with a man doomed to wander for years and to "perish" many times for having unintentionally slain an old monk. As the plot unfolds, much valuable insight is shown into the workings of the Russian mind with its weird superstitions, its odd imaginings, its childlike simplicity and kindliness.

The "Best Short Stories of the Year,"—meaning American short stories,—is edited by Edward J. O'Brien, published by Small, Maynard.

"The Red Lacquer Case" is a new story written by Patricia Wentworth. Zane Grey has a new story out entitled "The Thundering Herd," published by Harpers.

Sir James Barrie, always very reluctant to speak of himself, very recently disclosed the news that he had torn up his first novel, which was unpublished. This story, he said, was "a very cynical work, entitled 'A Child of Nature'—she was not really that kind." It was a long story—one hundred thousand words.

"Anatole France en Pantoufles" is the story of the great writer in his "slippers." It is a volume by Jean-Jacques Brousson, who for ten years held the post of secretary to "the greatest of the French writers of his time."

"Stacey," by Alexander Black, of which note has already been made on this page, is said to very nearly approach being a "big novel." The central figure of this novel is a young man from the West, a recent arrival in New York, who intends to carve for himself a career in business. He meets a man of the "underworld" by the name of Barrack, who is the most interesting character of the book. Alida Royce is the name of the girl. Mr. Black's sense for character is well defined, and his craftsmanship is strengthened by a fine discrimination in the handling of his words.

Bernhard Kellermann has a new novel just published by McBride, which is a story of the German revolution. The name of this novel is "The Ninth of November."

Among the most famous of all limericks is the one so often quoted by the late Woodrow Wilson, and has been supposed to have been written by the great "War President." But it now appears as written by Anthony Euwer, and is among his "Rhymes of Our Valley."

The limerick runs:

As a beauty I'm not a great star;
There are others more handsome by far;
But my face, I don't mind it,
Because I'm behind it—
'Tis the folks in the front that I jar.

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THE WAYFARER OBSERVES

Isabelle Upham Hirsh

Friendship of the 14-karat gold variety sometimes seems to be a scarcity in the markets of the world. To be a friend is to stand on holy ground.

As colors have their complements, so must my friend be to me, filling full the measure of my lack. The cup of cold water to quench my thirst when life seems a desert waste.

The faith of the friend lifts to the plane of accomplishment and makes fertile the otherwise barren places of the heart and mind; makes possible the seeming impossible.

To the height of the pedestal upon which he places me do I seek to measure. He hopes for me when in the darkness of despair I have lost the light and by the strength of his faith and hope reverses the currents of thought and turns them back into the divine channels which resuscitates the dead hope of yesterday and makes it the living faith of today.

My friend has a supreme need of that which I have to share and is the complement of my lack. Thus, by the law of attraction the need creates, draws from me the richest of my storehouse, awakens my potential powers and reveals me to myself.

A friend is steadfast, no wavering or flickering of the glowing fire of love. Words are not necessary between two friends; their intimate silences are more eloquent, more filled with subtle thought than a thousand words could express. He who is a loyal friend to one is a friend to all the world, and has added to its spiritual wealth untold and unmeasured riches.

To love a friend is to find the way of service and love of humanity must travel the same path, else we are only pretenders and usurpers of the royal throne of perfect friendship. In loving my friend, I seek not my own good but his, and this self-forgetfulness becomes the magic touchstone which reveals my own divinity.

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

OL. 2 FEBRUARY 7, 1925 No. 6

Weekly *Program*

575 Market Street Phone Kearny 3416

VALENTINE PARTY AND DINNER

Tuesday, February 10th, at 6:15 P. M.

Price $1.00

Musical Program by the High School Orchestra under the direction of Helen Breslan.

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DO YOUR BIT!

By HARRIET P. TYLER, *State Legislative Chairman*

The Legislature made an appropriation for an dustrial Farm for Women in 1919 of $150,000. hen the Legislature convened in 1921 the Trus- es had purchased the site of 647 acres with a ilding already erected, at Sonoma, California.

Out of this appropriation a $25,000 hospital was ilt, and many other things done.

This Farm has been closed since 1923, due to the k of funds.

There is a great need for the Farm. Owing to neglect of such an institution, the insane vlums and the homes for the feeble-minded are ed to overflowing.

Police Captain Matheson, of San Francisco, d: "The Farm is a preventive." Those who uld close it on the score of economy fail to take o consideration the institutional cost of insane vlums, homes for the feeble-minded, hospital e for drug addicts, and penal and reformatory ablishments, whose population is enormously in- asing from this delinquent class of women.

Many doctors tell us that syphilitic and alco- lic parents are the great producers of imbecile ldren. Drug addicts produce children whose nds are not normal, and who, under the stress city life, soon give way to join the ranks of feeble-minded.

All forms of punishment are worthless unless y change the mental viewpoint of the punished. At the Industrial Farm the inmates were given first opportunity, which many of them had er had, to engage in useful, helpful occupations. Let us start NOW to care for the CAUSE in the spread of disease—therefore, the State will have fewer blind, insane and feeble-minded to care for.

This is our problem; we cannot afford to ignore it.

Our Federation, at its Bakersfield Convention, placed this Sonoma Industrial Farm on its legis lative program for 1925. During this recess of the Legislative session, and for the next few weeks, make it YOUR BUSINESS to interview your State Senator and Assemblyman, in person or by letter, and let them know that you are supporting this Industrial Farm for Women.

A bill has been introduced through the efforts of our Joint Legislative Committee of State organizations this session appropriating $150,000 to the Farm, $100,000 for a housing building and manual training building, and $50,000 for maintenance for the two years, 1925-1926. It is Assembly Bill No. 777, introduced by Assemblyman Weller.

Senate Bill No. 469

Your San Francisco Senators and Assemblymen are as follows:

Senators—Victor J. Canepa, District 18; Tallant Tubbs, District 19; P. J. Gray, District 20; Roy Fellom, District 21; J. J. Crowley, District 22; Thomas A. Maloney, District 23; Daniel C. Murphy, District 24.

(Continued on page 4)

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CHILD LABOR

Z. CLEMENTS

The question of labor is an economic one, and it is national and international, but not local, where industry is concerned. Consequently we have been rather amused at the "State's rights" arguments so quickly brought forth from the propaganda closet, dusted off and displayed in bold type on many an editorial page in connection with the Child Labor Amendment.

It is said at this writing that sufficient States have voted against the amendment to defeat it. The writer is not surprised; battles with greed are never easily won. The only surprising thing about it is that business should be so gullible as to work against their own interests and ignore this opportunity to stabilize one branch of cheap labor, for it is business, industrial and agricultural, that has defeated the amendment.

Child labor is cheap labor in one sense, but costly in another, for cheap things are always costly, and particularly cheap labor, although industry is slow to learn this lesson. We can leave the matter of humanity out of it entirely in discussing the necessity for a national law, because a condition that permits each State to regulate, half regulate, or not regulate child labor, or cheap labor, creates a difficult competitive condition.

You will note there is very little difficulty in passing individual legislation to keep out cheap Oriental labor, but when it comes to protecting the children it is quite another matter. The trouble arises from the fact that not only do some employers have the mistaken idea that the labor of children is desirable because of its cheapness, but there are the parents who often live entirely upon the earnings of their children, or in any event, find the burden of support lightened by the pittance earned through childish effort. So you have not only the greed of the employer but that of the guardian to contend with in this battle for the protection of the children.

The "antis," to support their case, cite many instances of men and women who, despite the drain of childish labor, attained high places in the world. But these are exceptions, not the rule, and they are not the offsprings of drudgery; they are of the stock that the spur of necessity drives to greater effort; children of vision and ambition. They are not in any sense an argument for the perpetuation of child labor.

The menace to civilization lies in the stunted bodies and dulled minds of the coming generation —those who toil unceasingly and unthinkingly, and whose enfeebled bodies in time produce other weaklings. It is a matter of pay, pay, pay, and nature never fails to collect; for this reason we can safely say there will be nothing more costly to humanity than the perpetuation of child labor.

FLAPPERS WOULD BE PANCAKE FLIPPERS

The much discussed flapper is actually showing more interest in the kitchen than in the cabaret, and enjoys the frying pan even more than the rouge pot. This is the inference which may be drawn from the recent report of the United States Bureau of Education, which says that the increase of student enrollment in home economics exceeds that of any other subject in the curriculum.

This ambition on the part of American girls to learn more about the scientific management of their homes in reflected in the great number of home service departments with their lectures, cooking classes and radio talks which have been installed during the past year by the gas companies of the United States.

Nearly 8,000 high schools in this country now give courses in domestic science, with a total enrollment of about 400,000 girls and 3,000 boys. This compares with only 1,350 schools ten years ago. The enrollment of girls taking these courses in Grades 5, 6, 7 and 8 of the elementary schools, approximates 3,700,000. This means that there are well over 4,100,000 children of school age learning how to cook and keep house according to the most modern principles.

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CLUB NEWS

ESTELLE WALKER

One by one our old members are coming back again, and we hope they will keep coming all the time. Last Tuesday we were glad to welcome Alice Jackson and Miss Dolcini. They haven't been with us for a long time. We also had the pleasure of welcoming a member who has not attended the meetings enough times to let us get acquainted—Miss Mary Tresidder. Please come oftener so we may know you.

We are very sorry to hear that Mrs. Bertha Pringle has been ill again, and hope she will soon be out again.

The members will be sorry to hear that Santa Claus has been suffering with a cold and a red nose. I guess he has missed the warmth of our fireside, as we haven't seen him for quite a while.

At our luncheon last Tuesday we had the pleasure of having as our guest, Miss Koster, Grand President of the Native Daughters of California. She brought us greetings from Alturas and many other spots in California.

Dr. Olga Bridgeman gave us a very interesting twenty minutes last Tuesday noon. Her subject was "Types of Juvenile Delinquents." She stated that 75% of the criminals today are the result of their home surroundings; that these 75% come from good homes, but in the majority of cases the parents did not understand them. Her talk was snappy and right to the point, and gave us all something to think about.

I have some good news for you today! Our lunch room is not to be closed yet. The daily luncheons will continue until further notice. The arrangements which have been made will be announced later.

The Dramatic Section will meet on Monday evening, February 12th, at the home of Miss Johanna Heim, 970 Geary Street, Apartment 56, at 8:00 o'clock. The play to be read is Eugene O'Neil's "Anna Christie." Come one, come all!

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BOOKS

"A Woman of Fifty," by Rheta Childe Dorr, published by Funk & Wagnalls Co., is a human document, and besides this, it is an intensely absorbing story. It is a story of fact, and just now that is what the reading public is reaching out after. It is a real record of the woman movement during the last generation. Mrs. Dorr calls it "Breaking into the human race."

"Beau Geste," by Percival Christopher Wren, Stokes & Co., New York, has the advantage of being a story which has not been built around or about the currently popular formulae. It is on a puzzle-mystery theme, which involves the apparent theft of a priceless jewel. It send three of its characters off on a wild adventure in the Foreign Legion service in French Africa. It contains two American soldiers of fortune who stand out rather remarkably. A story with three heroes of practically the same importance, and ladies given "standing room" only.

"The Passing of Charles Lanson," by Louis Tracy, published by Edward J. Clode, Inc., is the story of an international financier whose transactions involve no sum less than six figures. He lives in an ancient castle in England, which has been remodeled, which contains 150 rooms, and upward of that same number of retainers. The financier's sudden disappearance before the very eyes of his servants through the machinations of a masked intruder, who enters despite the servants and guards, is the thing around which the plot of the story centers, and at which time enters Scotland Yard in the person of the individualistic Charles Furneaux. The tale is one of interest and of excitement, logically and pleasingly presented.

"The Cup of Silence," by Arthur J. Rees, Dodd, Mead & Co., is a story of the old melodrama type. It contains a venerable mansion, a butler in the service fifty years; a family lawyer; a majestic dowager, *et al.* It is a good mystery tale.

"Blue Water," by Frederick William Wallace, published by George Sully & Co., is a story told of fisher folk in a fishing village on the Bay of Fundy. For those who like the sea and stories about the sea, this book is one which should not be allowed to go unread.

"The Bellamy Case," James Hay, Jr., is concerned with the "new woman" who has found a secure footing in the legislatures in Great Britain —to the British Parliament. This political lady has the center of the stage as the heroine of the detective-mystery yarn.

Here is another limerick:

He wed his typist, and perforce,
He rues it—silly clown.
He still dictates to her, of course—
And still she "takes him down."

Do Your Bit! *(continued)*

Assemblymen—Tom H. Loutitt, District 20; Fred C. Hawes, District 21; Thomas A. Mitchell, District 22; Joseph F. Burns, District 23; Walter J. Schmidt, District 24; Wm. B. Hornblower, District 25; Ray Williamson, District 26; Leland R. Jacobson, District 27; Edgar C. Levey, District 28; Harry F. Morrison, District 29; Robert B. Fry, District 30; Albert A. Rosenshine, District 31; James A. Miller, District 32; Charles A. Oliva, District 33.

The fate of the Sonoma Farm will be determined at this session, as a bill has been introduced repealing the Sonoma Farm legislation and turning the land over to the Home for the Feeble-minded. Do your BIT!

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The Business Woman

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San Francisco Business and Professional Women's Club

VOL. 2 FEBRUARY 14, 1925 No. 7

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LUNCHEON

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Subject: **Woman's Part In World Peace.**

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WORDS

Z. Clements

It was an advertisement, and I was looking for title, and the caption "WORDS," caught my ye. As an advertisement it was a failure—too ıany words, that is why I cannot even remember 'hat it was advertising.

Great things — words — just at present finding hem is the favorite indoor sport of most of the ommunity; encyclopedias are taken down and usted off, and dictionaries are kept within easy each; a lot of miscellaneous and useless knowldge is unconsciously being acquired. But also omething of value is being absorbed; you will ote an improvement in spelling, and a quickening f intelligence.

Words! Messengers of the soul, revealing the ıtensity of feeling back of the spoken word. It s then they are truly alive. They can be musical, ouching a responsive chord that makes them airly sing their joyous message, or awakening the oul to the majesty and dignity that sounds ırough the message of a righteous cause.

They can alarm as they express the fear and error of known and unknown evils, or warn of npending danger.

They can disarm criticism by fulsome praise and ull the senses by flattery. Two weapons that ıould always be viewed with suspicion—they are erbal smoke screens.

They can hurt cruelly when barbed with thoughtss criticism, and wound deeply when dipped in ıe poison of senseless bitterness.

Scars they leave, which cannot be effaced, when angrily hurled forth as a vent to wounded feelings; smiles they bring when timidly they seek to shield from harm without appearing to do so.

Poison they brew when born of malicious gossip, and frightful the destruction in their wake when jealousy speeds them to their target.

Many years ago Tudor Jenks wrote one of his delightful fairy stories on "words," describing at length how the poor but honest hero arose to power, station and great wealth by a matter of words. As a reward for service rendered, he asked the king to let him come once a day and whisper in his ear, and this is what he whispered: "Words, words, nothing but words; if they be good, they are good; if they be evil, they are evil." But, as he left the king he looked fixedly at the prime minister, and each day he bent his gaze upon a different member of the court. The combination of whisper and look was too much for the court and each rendered homage and contribution to the youth in proportion to the activity of his conscience.

Words, be they wise or otherwise, are like seeds dropped heedlessly to be sowed by the hurrying wind; they reappear in odd places and bear strange fruit. Therefore be careful with your words—remember that jests lose wit when pointed to offend; that they cannot carry comfort where sincerity is lacking; that to be true messengers of the soul they must carry a message of faith and a promise of confidence.

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Publicity.....Jennie L. Hoyle
Program.....Mrs. Eugene L. LeFevre
Reception.....Matilda J. Shimpf
Membership.....Eleanor V. Robson

NOT SO BAD AFTER ALL

In these days when every one is berating the rising generation, and bewailing what they are pleased to term "these degenerate times," it is rather refreshing to find out that we are not so bad as we are painted. According to *Printers' Ink*, investigation of the box office receipts prove that lascivious titles and risque films do not pay. They may attract a flurry of patronage in some of the large cities, but the family trade of the country at large rejects them, and in the balance it is found they really lose money for their producers. The *Motion Picture News* reports that out of the fifty-two best movies for the year 1924, the only ones that stood above 90 per cent were:

The Ten Commandments
The Humming Bird
The White Sister
The Thief of Bagdad
The Sea Hawk
Dorothy Vernon of Haddon Hall
Secrets
Girl Shy
America

The author, Ernest W. Mandeville, goes on to state that even burlesque has discovered that more money can be made from clean shows than dirty shows, because there are more decent folks in every town than rough necks. And so they are changing because the better class represent more ticket buyers and tickets are what they are out to sell.

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CLUB NEWS

ESTELLE WALKER

GREET OUR NEW OFFICERS FOR 1925

President.....DR. SUSAN HARRIS HAMILTON
Vice-President.....IDA J. LORD
Secretary .....ALICE M. JONES
Treasurer .....WINIFRED KERR
Auditor.....MRS. A. H. BRACE

Directors

MRS. ROSE MAINPRICE — IDA M. REED

Last Tuesday we polled the largest vote in the history of the Club. It seemed good to see so many of our members turn out, it shows they have not lost interest in the Club, even though they do not attend as regularly as we would like to have them. We had a fine meeting that night, eighty members being present, and we hope they will all come again as often as possible.

Miss Clotilde Grunsky returned last Tuesday from New York. While there she had a very interesting experience as the total eclipse of the sun took place for her benefit. She said it was a perfectly clear day and they had a fine view of it, although the temperature dropped very rapidly to the freezing point.

We were glad to see Harriet Fyfe with us a week ago. She is a very busy woman, as she not only holds down a very fine position in the daytime, but devotes her evenings and spare time to the subject of law. However, Harriet, you need a little recreation once in a while, so try to come down to the Club oftener.

Our daily luncheons will be served as usual by Mrs. Ronald, who has been doing our cooking for the past month or so. She has taken over the kitchen and will run it herself without cost to the Club. So keep on coming down to the Round or Square Table talks.

We have a real treat in store for us on the 24th. Redfern Mason will be our guest of honor and will speak to us on "The Usefulness of Music." Our Program Committee is arranging to have a fine musical number for us, too. Don't forget the date, February 24th.

Our new arrangements in the kitchen necessitate your having your reservations in ahead of time. Those who do not make reservations will have to trust to luck in getting something to eat. Why don't you put your name on the permanent list and then call up when you can't come?

It has been very gratifying to our committee as well as to the whole Club to receive a great many letters from the families to whom we gave Christmas packages. They were all very much appreciated.

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THIS YEAR

Practically every business is now engaged in determining, if it has not already done so, just how much money it has made—or lost—during the year 1924.

How much each company has made has been to a great extent at least dependent on the intelligence and industry of its members. There are riches, however, which time alone can give. These she bestows on rich and poor alike—the riches of experience.

Why not plan now to make use this year of the lessons of 1924? You can help to make 1925 better for yourselves and everybody else if you will make an earnest effort to avoid the mistakes which have handicapped your efforts in the past.

"Make this your motto for the year:
Be fair;
No matter what reports you hear,
Be fair;
It doesn't help you up the hill
To make some other's pathway hard;
You can't expect by speaking ill
Of people to win the world's regard—
Be fair."
—Wroe's writings.

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The following editorial comment from the *Nation's Business* of February, 1925, carries a message that it would be very well for many in business to consider, particularly employees who upon entering new employment are inclined to start in criticising the methods of doing business without trying them out first and making sure that they are as useless as they would appear to be:

"An article in the September issue said that blue stripes in U. S. mail bags were to be done away with at a considerable saving, and went on to discuss the useless things that get embedded in business houses. In far-away Brazil the article aroused a sympathetic but slightly indignant response. Homer Brett, of our consular service, writes us from Bahia:

"'I feel that your editorial on "Blue Stripes in Business" in the September issue calls for comment.

"'In the harbor of a South American port I have had the sails stripped from a coasting schooner merely because these blue stripes showed that they were made of American mail bags, and first and last I have had the pannier covers taken off more than a hundred pack-burros for the same reason. Other American consuls in other places did the same under orders issued after it was realized that hundreds of thousands of American mail bags were in illegitimate use abroad, and the traffic was broken up.

"'Mail bags do not always remain in the care of postal employes, but must go into publishing offices, industrial plants and many other places. They are made of the finest canvas obtainable, useful to many persons for many purposes. The blue stripe is a conspicuous and indelible mark of government ownership; and if it costs $20,000 a year to put it in, it will cost many times that sum to leave it out. The "investigation of the obvious" was not carried very far in this case.

"'When I left the Railway Mail Service sixteen years, and not generations, ago, red stripes for mail bags were not a tradition but an actual and essential fact. I believe that they are so still. There are many millions of bright young men in the world today very eager to abolish on the spur of the moment many things which were established by perhaps equally intelligent men upon just and due consideration.'"

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SPECIAL COLLECTION

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 FEBRUARY 21, 1925 No. 8

Weekly Program

575 Market Street — B&P WC — Phone Kearny 3416

DINNER

Tuesday, February 24th, at 6:15 P. M.

Price One Dollar

Speaker: **REDFERN MASON**

"The Usefulness of Music"

Soloist: Andrew Robertson, *Bass Baritone*
Accompanist: Herbert Joffe

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INTELLIGENCE

Z. CLEMENTS

And the seventh commandment in the "New Decalogue of Science," is the duty of trusting intelligence.

The author states his case splendidly, and his warning should be taken to heart—by the intelligent, for they are at fault in that so little attention is paid to brains, and such a premium placed upon brawn.

Years ago, intelligence began to get the idea that it was above the ordinary demands of life, that it was a world unto itself, that it could keep within itself and withdraw from things distasteful, that which appeared to be crude, noisome, ignorant, among which was classed government as consequence to politics. Today, intelligence does not command a premium, a suggested "bloc" of the intelligent would be greeted with derision.

Man has always been considered a reasoning animal, but he will lose this distinction if he doesn't give that faculty a little more exercise. It is not nearly so easy to appeal to his reason as to appeal to his prejudices; he is much more interested in justifying his own prophecies than in learning of the success of a measure he opposed, no matter if great good follow in its train.

Our progress is limited by our vision, our vision is limited by our personal experience. Rather than credit the intelligence of some one whose vision is far beyond our conception, we will fall back upon our prejudices and decline to exercise the reasoning power we are supposed to possess.

We are still fond of saying, "It can't be done"; we have not yet grasped the idea that the mind conceives, and what it conceives is sure of ultimate fulfillment.

We judge others by ourselves, not intentionally, but because we are limited by our personal knowledge; that is why we have so many different ideas of God; He represents each individual's idea of supreme power.

It is surprising how many have eyes, yet cannot see; how many have ears, but do not hear; at least their actions indicate that they neither see nor hear; they ignore the obvious.

You cannot approach any problem haphazardly; it requires serious study, not only in conjunction with those bounded by your personal limited horizon, but you must go beyond, seek out those of larger vision and greater experience that you may have the benefit of the lessons they have learned and thus avoid some of the bitterness they have endured while learning them.

Be not afraid to lift your eyes to great heights, for those who have traveled far are learned in humility, and understand the value of co-operation. Pettiness is the fruit of little minds; tolerance, the seed of larger vision.

Seek out intelligence, place it where it should be placed, as a guide to better ways, a pathmaker to larger fields; listen when it speaks, and take heed of what it says, for its ways are learned in the school of experience, and tried in the fire of endurance.

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny 3416*

Subscription rate.....$1.00 per year
Single copies ..... .05

L. B. LAPACHET.....*Publisher*
DR. SUSAN HARRIS HAMILTON....*Business Manager*
MISS MAE J. SHANNON.....*Advertising Manager*

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THE TERRIBLE HARMLESS

The beneficent sun, shining through a goldfish bowl in Newark, New Jersey, sets fire to a cane-bottomed chair and brings out two fire companies. A baby, playing with a toy balloon, bites it, and chokes her little life away. A careless remark drifts out into the world, goes astray, returns distorted to an innocent ear—and breaks a heart.—*Call-Post.*

James Boyd's "Drums" is a new novel covering the period of the American Revolution.

Here is a tongue-twisting limerick:

A tutor who tooted a flute,
Tried to teach two young tutors to toot.
Said the two to the tutor:
"Is it harder to toot, or
To tutor two tutors to toot?"

And here is one which might make us thankful that we live in "sunny" California:

There was a young man of Quebec,
Whom they found stuck in snow to his neck.
When they asked: "Is you friz?"
He replied: "Yes, I is—
But we don't call this cold in Quebec."

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CLUB NEWS

ESTELLE V. WALKER

Theatre Party

Please take out your little memorandum book, turn to Monday, March 2nd, and note that the Business and Professional Women's Club is giving a theatre party at the Alcazar Theatre. The play is "SO THIS IS LONDON," a very clever comedy. The tickets are $1.38, $1.10, 85c and 50c, including war tax. We have had to take the whole theatre, and have to sell all the tickets ourselves, receiving no sales from the box office; so please call the Club and order your tickets now. *Every seat must be sold.* Don't forget the place—Alcazar Theatre; the time—Monday, March 2nd; the show—"So This Is London."

The cloudbursts of the past week did a good deal of damage in Marin County, but we are glad to say that our two members—Charlotte McQuaig and Miss Dumas—only experienced some trouble in getting to work. The water came almost to the front door of Mrs. McQuaig's house, but she only had to climb the back fence and get up on the county road, where she got a ride to the train. The Dancing Class helps people to climb fences, as it keeps you limbered up. Miss Dumas was both lucky and unlucky—she got a ride in a truck part way to the train, and then the truck was stranded in several feet of water. She was returned to her home finally without any damage done.

We had a delightful Valentine Party at the Club last Tuesday evening. Mrs. W. C. Ralston, Chairman of the Committee of New Members, ably assisted by Grace Staub and Miss Hawk, deserves a lot of credit. As you entered you deposited 5c to find the heart that beat with yours, and everyone was pleased in the selection. Miss Gladys Gordoni's High School Orchestra furnished a musical program, which was much enjoyed, and which was greatly to their credit. Among the numbers rendered was a soprano solo by Miss Helen Jane Breslan, accompanied by Miss Gordoni, and a violin solo by Miss Breslan, accompanied by Miss Helen Lankelma. Mr. Weston Gordon gave a cornet solo, accompanied by Miss Gordoni. Following the dinner, which by the way, was a lovely chicken dinner, we enjoyed dancing. We were only sorry there were not more members present.

We were glad to have our new member, Miss Laura Gleeson, with us last week, and hope she will soon be a regular attendant.

One of our new members, Mrs. Alice Barnum Smith, has joined the Glee Club. That's fine work, and we hope some more of our new members will join.

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Our meeting this coming Tuesday, the 24th, is one that you will all want to attend. Redfern Mason is a musical critic on the staff of the *Examiner*, and knows whereof he speaks. Besides Mr. Mason, we will have the pleasure of listening to Mr. Andrew Robertson, bass baritone, accompanied by Mr. Herbert Joffe. Mr. Robertson comes to us through the courtesy of the San Francisco Conservatory of Music. Be sure to come.

The Chairmen of our various committees have been appointed by the Directors as follows:

House Committee—Oristella Taber.
Membership Committee—Florence Attridge.
Program Committee—Mrs. Arthur Wise.
Publicity Committee—Johanna Heim.
Reception Committee—Mae Shannon.

DON'T FORGET THE THEATRE PARTY, MARCH 2ND, ALCAZAR THEATRE.

Fill The Chest!

Miss Clements had been asked to submit thirty articles at once for syndication. The sole rights of all her published material has been given to the Metropolitan Insurance Company publication.

CANDY

No theatre party is complete without it, and if it is home-made so much the better.

All members willing to donate home-made candy are requested to deliver same to the Club Rooms on Monday, March second, where Miss Dumas and her corps of able assistants will pack same and offer it for sale that evening at our theatre party.

You may purchase candy to donate if you prefer. The "CANDY KIDS" are out to break all sales records if you will supply the stock.

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THEATRE PARTY

Given by the Business and Professional Women's Club

Monday Evening, March 2nd, 1925, Alcazar Theatre

"SO THIS IS LONDON"

No tickets will be sold at the box office. Tickets may be purchased from the following members at regular box office price, namely, $1.38, $1.10, 83c, and 50c, including tax. IDA J. LORD, Chairman.

A. F. Cosgrove, 360 Geary St.

Mae G. Cummings, 34 Ashbury Terrace.

Dr. Susan H. Hamilton 291 Geary St.

Anna S. Hunt, 449 Mason St.

Mabel T. Johnson, 1033 Merchants Exchange Bldg.

Lydia Johnson, 403 Monadnock Bldg.

Winifred Kerr, 1501 Larkin St.

Anita Harris Ludwig, 391 Sutter St.

Anna C. Mason, 1637 Sacramento St.

Mae L. MacDonald, 715 Clement St.

Belle McDonald, 140 Geary St.

Ida M. Reed, 413 Claus Spreckels Bldg.

Mae J. Shannon, 1634 Clay St.

Estelle V. Walker, 1207 Hobart Bldg.

Mrs. Arthur W. Wise, 2308 Leavenworth St.

Tickets are also on sale at the Club Rooms, 575 Market Street. Ayers Circulating Library, 90 Sutter Street.

BOOKS

Mr. Somerset Maugham is just now bringing out a new book entitled, "The Painted Veil," which is a story laid in China, and is very unlike any other of Mr. Maugham's novels. Mr. Maugham's fame as a playwright has almost obscured his claim to novel writing, and this last book will have the effect of recalling to the mind of the reading public such of his other stories as "Mrs. Craddock," "In Human Bondage," "Liza of Lambeth," and "The Moon and Sixpence."

"Orphan Island," by Rose Macaulay, published by Boni & Liveright, is a satire on the mid-Victorian era. England is applauding this story as a masterpiece in satire. It is rich in fun, and poetic in its imagination.

"Challenged," by Helen R. Martin, author of "The Snob," is the story of a splendidly courageous woman, and the stern challenge which life brought to a young man. It is a strong type of story, and is well told.

We have already mentioned in this column of brief book reviews "The Divine Lady," by E. Barrington. It is one of the beautifully written outstanding novels of the year. The characters are taken from history, the Divine Lady being Lady Hamilton. The story eventuates in her love for the immortal Nelson, and his relationship with her.

"The Jade God," by Alan Sullivan, is a good mystery story. "The Trembling of a Leaf" is a collection of short stories of the South Sea Islands, by Somerset Maugham, which includes "Rain," from which the successful play by the same title was dramatized. "Cottonwood Gulch," by Clarence E. Mulford, is an hilarious account of how a dying gold mine town moved itself to a newly-discovered placer mine twenty-five miles away. "The Room With a View," by E. M. Forster, is another. This author wrote a recent book which was widely read, named "A Passage to India."

Books reviewed on this page and all late fiction, for rent at

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 FEBRUARY 28, 1925 No. 9

Weekly *Program*

575 Market Street B&P WC Phone Kearny 3416

BUSINESS MEETING AND DINNER

Tuesday, March 3rd, at 6:15 P. M.

Price One Dollar

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BUSY PEOPLE

Z. CLEMENTS

Busy people are people who are happy in their work, who work for the satisfaction of accomplishment, the pleasure that comes with the feeling not only of a task well done, but one that has served some purpose in the scheme of things, played some part in the great machinery of human progress. Busy people accomplish things; that is why we learn, as we gain more experience, to go to those who seem already well burdened with the world's work when we wish something done, for they are seldom known to say, "I haven't time."

As a rule, the people who "haven't time" are the ones who devote as little effort as possible getting through each day, and make that effort as personal as possible. People who "haven't time" always grumble at the accomplishment of others; they seldom lack time to obstruct and even to destroy, but rarely do they have time to build.

Selfish persons are foes of busy persons. Selfish persons plan every move with a view to personal advancement—self is all they see and all they know, and as we are bounded in our judgment by our own knowledge, selfish people, knowing only of self, always attribute selfish motives to the efforts of others. Selfish people also destroy—they never build.

And then there are the jealous and envious, who lack the power to rejoice in progress unless it is of their making, and who feel a pang of bitterness at the successful outcome of another's task. They will not plant the garden, but wish to reap the harvest. They, too, destroy.

But the work of all these would be as naught were it not for the thoughtless and the credulous—for verily this is an age of fairy tales, and truth unadorned does not find favor; it is too simple, too prosaic, too direct. Apparently there is in all of us a little of the mysticism of the Orient that seeks to speak in parables and allegories rather than use the language of plain tales.

But the busy people keep right on. What if the task is a little harder because of these things, it is none the less a true task and a great cause; it is none the less the making of a path to the next milestone that means a measure of progress, and after a while the petty things of life are soon forgotten in the mastering of its greater problems.

The world may be likened to a great garden in which we are all gardeners. Envy, Self and Indifference will sow their seeds, and the weeds therefrom will rise to mar the beauty of the garden or work havoc with the harvest if we do not bend steadily to the task. Credulity will stand aside believing that figs will grow from thistles and unable to resist the temptation to experiment with that end in view, and to overcome this folly we must double our devotion to the task.

Be not discouraged, for after all there is but little satisfaction in a task that does not test your mettle; there is little strength acquired when none is used.

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CLUB NEWS

ESTELLE V. WALKER

Have you bought your tickets yet for the Theatre Party? Everybody is going, so you don't want to miss it. Come and have a good laugh, and at the same time help the Club make lots of money. You have a few days left to obtain more seats if you want them. The play is "So This Is London," at the Alcazar Theatre, Monday evening, March 2nd.

The Candy Committee, Miss Dumas, Chairman, is asking for donations of home-made candy. If you cannot make candy and wish to help, send a small donation to Miss Dumas, and she will arrange to have some home-made candy bought. We want to fill 500 bags, so we need everyone's donation. Have your candy in the Club rooms some time Monday, March 2nd.

Last Tuesday, we had the pleasure of listening to Mrs. Florence Gloria Crawford talk on "Woman's Part in World Peace." Mrs. Crawford is Editor of the *Comforter*, a little magazine on new thought, and is also a writer, one of her best known books being "Faith." I am glad to say we had a very good attendance for luncheon, and all enjoyed her very much.

Next meeting is a business meeting, but the week following, March 10th, we will have Mr. Raymond O. Hanson, who will speak to us on "The Challenge of Boyhood." Mr. Hanson is Chief of the Boy Scouts, and has an interesting story to tell. We will also have a piano solo by Miss Irene Geppert.

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At our meeting last Tuesday we had the pleasure of welcoming Miss Frances Smith of Toledo, Ohio, and Miss Carolyn Adams of New York. Earlier in the week, Mrs. French of Boston called on us and said she was hoping to locate here in the millinery business, and as soon as she is located she would like to be one of us. We will be glad to see her any time.

Our musical program for last Tuesday was given by two pupils of Madame Best, Miss Eleanor Moreno and Mr. Ruhl Cook, both of whom favored us with two songs. They were accompanied by Mr. W. C. Neal. We all enjoyed this very much, and wish to thank them for coming to us. It was really a real treat.

Have you given to the COMMUNITY CHEST? The drive is not over yet, and if you have not given your share, please send it in to headquarters.

Mrs. W. D. Kohlwey has again entered the business world. She is manager of an electrical supply office, and I am sure we wish her success and happiness in her new work.

Don't forget the theatre party, Monday, March 2nd, Alcazar Theatre.

THE BUSINESS WOMAN will no longer be the name of our little paper. This name is to be used for the State Federation paper, and it is up to us to select another name. For this purpose we are offering a *prize* to the person presenting the best name for the paper. All suggestions must be in the office before our Club meeting of March 3rd.

The weekly paper will be published regularly, under a different name, and the following committees will have charge of it:

Editorial Committee—Ethel Jones, Chairman.
Clothilde Grunsky.
Estelle V. Walker.
Publishing Committee—Ida M. Reed, Chairman.
Florence Attridge.
Mrs. Brace.
Advertising Committee—Mae Shannon.

Be sure and send in your suggestion for a name for the paper, and perhaps you will win a prize. The selection of the name will take place at our business meeting, March 3rd.

A CHANGE

In resigning from the committee of this publication in order to devote time to the California Federation of Business and Professional Women's Club, we take this opportunity to thank our co-workers and advertisers for their co-operation, and to extend to the new committee our best wishes.

LUCILLE B. LAPACHET, *Publisher.*
Z. CLEMENTS, *Editor.*

449 Mason St. Cor. Post — Prospect 892

ANNA S. HUNT

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The valve of The Steam Whistle will be kept wide open, continually giving vent to the opinions of our readers. Articles should be as brief as possible and signed by the writer. Signatures will be withheld upon request. The Business Woman assumes no responsibility for opinions expressed through the columns of the Steam Whistle.

SATAN'S STEW

A dish was on the table,
Filled with lovely stew;
Mixtures of petty whispers
And even a lie or two.
All of a human's cooking
With the aid of a friend so true—
For the hashing and rehashing
As petty minds must do.

It had a savory flavor
To roll beneath the tongue;
Whisper—telephone—whisper
"Have you heard what they have done?"
Of course, you must not mention
But really, it is true,
Although I'd never breathe it
To any one but you.

And so the witches hovered
Over this famous brew,
Last week I was the victim,
Who's next for Satan's Stew?

SHREWD ADVERTISERS

The success of a publication lies in its value as purveyor of news—and news means something f current interest, something new. Attractiveness rom a typographical point of view has its value 1 arresting attention, but attention will not be eld unless the contents measure up to the display. t is like advertising something and being unable) deliver the goods, and just as much success may e expected as could be looked for were the product omething else than a paper.

Shrewd advertisers take every point into conlderation when placing copy; they realize fully iat if the paper does not attract, it will not even e given sufficient consideration to give their adertising a show. So many embryo editors make ie mistake of filling space with lifted and reashed copy that their publications could be aptly amed THE COPY CAT.

Mr. O. R. Thayer, whose "Bits of Art" appear 1 our national magazines, has been the designing ad supervising architect of the Spanish type home 1st completed for L. Lapachet. The fireplace, ie first of its kind on the Western Coast, was degned by a local artist, and is a replica of one in ie Davezanti Palace.

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THEATRE PARTY

Given by the Business and Professional Women's Club

Monday Evening, March 2nd, 1925, Alcazar Theatre

"SO THIS IS LONDON"

No tickets will be sold at the box office. Tickets may be purchased from the following members at regular box office price, namely, $1.38, $1.10, 83c, and 50c, including tax. IDA J. LORD, Chairman.

A. F. Cosgrove, 360 Geary St.

Mae G. Cummings, 34 Ashbury Terrace.

Dr. Susan H. Hamilton 291 Geary St.

Anna S. Hunt, 449 Mason St.

Mabel T. Johnson, 1033 Merchants Exchange Bldg.

Lydia Johnson, 403 Monadnock Bldg.

Winifred Kerr, 1501 Larkin St.

Anita Harris Ludwig, 391 Sutter St.

Anna C. Mason, 1637 Sacramento St.

Mae L. MacDonald, 715 Clement St.

Belle McDonald, 140 Geary St.

Ida M. Reed, 413 Claus Spreckels Bldg.

Mae J. Shannon, 1634 Clay St.

Estelle V. Walker, 1207 Hobart Bldg.

Mrs. Arthur W. Wise, 2308 Leavenworth St.

Tickets are also on sale at the Club Rooms, 575 Market Street. Ayers Circulating Library, 90 Sutter Street.

BOOKS

"Youth Rides West," is a new novel by Will Irwin (Knop). It is the story of a graduate of Harvard who goes into "the Rockies," joining gold hunters. Instead of finding gold, he meets a Mrs. Deans; finds a man with a hand-press, and starts a newspaper, the Cottonwood *Courier*. The picture which Mr. Irwin paints is that of the early West, and he paints his picture in a memorable way. The personalities of the story are alive and very interesting.

"The Constant Nymph" appears in the list of the "four best novels of 1924," and its author, Margaret Kennedy, is acclaimed in high circles, as the equal of Mr. Galsworthy, Mr. Masefield, and E. M. Foster. This is Miss Kennedy's second novel, her first being entitled, "The Ladies of Lyndon," a story which was not published in this country. It is the recent triumph of the second novel which has come out of a clear sky and made Miss Kennedy famous over night. This novel deals with a family of two generations, the family of one Albert Sanger, a composer and a genius. Sanger, having foresworn England, drifts up and down Europe, spending long summers at his house in the Austrian Tyrol. The scene shifts from the Tyrol in the second generation, back to England. Miss Kennedy is still under thirty. Her style has the daring of youth, and is not of the strained, affected cleverness so often shown by writers of the younger English school.

Amy Lowell has lately added one of the most important books in pure literature which has been written by an author for a number of years, in her recently appearing biography of John Keats published by Houghton-Mifflin Company, in two volumes. This is the story of the life of a poet by a poet, and Miss Lowell has brought to bear vast research and a profound and exhaustive scholarship upon the life of John Keats, which follows its subject through almost every day of his brief, poetical life.

Books reviewed on this page and all late fiction, for rent at

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 MARCH 7, 1925 No. 9

Weekly *Program*

LUNCHEON

TUESDAY, MARCH 10, at 12:15 P. M.

Price 75 Cents

Speaker: Raymond O. Hanson, Scout Executive, San Francisco Council Boy Scouts of America, "The Challenge of American Boyhood"

Music by Miss Irene Geppert, piano soloist, radio station KPO

At this meeting we are starting a new method of procedure at program meetings. Dr. Hamilton will preside as usual, but we will have a different chairman of the day at each meeting. Miss Ethel Jones will be the Chairman of the Day for Mr. Hanson who is the Chief of Boy Scouts and knows his subject thoroughly. Be sure and come.

PRESIDENT'S GREETING

To the Members of the San Francisco Business and Professional Women's Club! Greetings!

Before us is a new club year, with its promise of renewed inspiration and of greater growth. One of the things that we are looking forward to is further participation in civic affairs. Whatever makes for the progress and benefit of the community as a whole is of vital interest to our club, and we wish to take an active part in all movements looking toward that end. Another matter that will claim a large share of our attention is the planning for a new club home and the furnishing of that home. The program committee is making ambitious plans for the future, and we may anticipate a series of particularly interesting meetings. The past year has been a busy one. Let us unite in a true club spirit of good will and harmonious cooperation to make the coming year the most progressive and worthwhile that we have ever known.

Susan Harris Hamilton,
President.

PROGRAM

A particularly interesting program is in store for us at the forthcoming meeting. The speaker, Raymond O. Hanson, who has chosen as his subject, "The Challenge of American Boyhood," is well qualified to discuss that topic, for he has been engaged in boys' welfare work for seventeen years. He is Scout Executive of the San Francisco Council, Boy Scouts of America, and has held that position since the organization of the local council eight and a half years ago. There can be no finer work than training boys to be good American citizens, and learning how that work is done should be a matter of much interest to club members.

At the same meeting we are also to have the pleasure of listening to a piano solo by Miss Irene Geppert. Miss Geppert, who is a pupil of Miss Eva Walker, is one of the soloists for radio station KPO.

On March 17, Captain G. B. Baldwin will talk to us on the "Hydro-electric Development of Northern California." The chairman of the day will be Mrs. Withers of the Pacific Gas and Electric Company, and the music will be furnished by the P. G. and E. Trio.

A PLEA FOR COOPERATION

With this number the club paper makes its initial appearance under new guidance. To our predecessors, those pioneers who had the vision to see its possibilities, we wish to express our admiration and appreciation of their efforts and the hope that we may be able to carry on the work in the future as well as they have done it in the past. As in any other publication, the work of preparation is di-

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San Francisco *Telephone, Kearny* 3416
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Single copies. ..... .05

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Advertising Manager .....Mae Shannon

Officers
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Vice-President.....Ida J. Lord
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Ida M. Reed

Committee Chairmen
Finance.....Rose Mainprice
House.....Oristella Taber
Membership.....Florence C. Attridge
Publicity.....Johanna E. Heim
Program.....M. Gertrude Wise
Reception.....Mae Shannon

vided, and the finished product is the result of the close cooperation of all members of the staff. This, ostensibly, is the small group charged with the responsibility of producing the paper; but in a much larger sense the entire club membership is the staff. From it, and from it only, must come the cooperation so vital to the success of all publications in general and to *The Business Woman* in particular. So the little staff says to the big staff, "This is *your* paper; help make it what you want it to be. If you know something of interest to business women, write it out and send it in. If you know a funny story, tell it so we all may laugh. If you hear of an interesting business career, advise the club reporter. If you have a prospect for advertising space, let the advertising manager know it. If you have a helpful suggestion to offer, make it. That will be true cooperation; upon it depends the success of your paper.

AN APPRECIATION

It is with a great deal of pleasure that we announce that, through the courtesy and kindness of our member, Mrs. Lucille B. Lapachet, who holds the rights to the title, this publication will continue to be known as *The Business Woman.* On behalf of the club we wish to express to Mrs. Lapachet our gratitude and sincere appreciation of her very generous cooperation.

FOR THE GOOD OF THE CLUB

In place of regular editorials, one corner of this little paper will be devoted from time to time to constructive ideas and discussion from club members—the sort of thing which comes up every now and then when a group of us get together at luncheon or in the evening and plan what we ought to be doing. Write your letters to the Editor of *The Business Woman,* and either post them to the club or drop them in the suggestion box on Miss Holdren's desk. Please sign your name. We will refrain from publishing it, if you wish, but we want to know who you are.

CLUB NOTES

Miss Cornelia Farrell returned a couple of weeks ago from her three months trip to Europe. I understand she has been kept busy relating her experiences ever since. Please come down to the Club and tell us about it. We will be glad to see you again.

Members must send in their reservations. Since Mrs. Rolland has taken over the kitchen we have to let her know how many to prepare for as she cannot afford to have a lot of food left over. Those who make reservations and do not cancel them when they cannot come will have to pay just the same. Please put your reservation in at once; then if anything happens to prevent your coming it is an easy matter to telephone.

Miss Ida Reed, Miss Marie Whaley and Miss Florence Attridge motored to Monterey over Washington's Birthday. They reported a most enjoyable trip.

Miss Alice Jones, our secretary, spent the same week end in Sacramento.

Read the Bank of Italy's ad and accept their invitation.

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Were you there? Aw haw, that's good. Nearly everybody was there, and there were nighty few vacant seats to be seen in the house. If you didn't go to our theatre party, you missed the biggest thing the club ever did. It was one big success in every way but most particularly financially. They said there was some candy for sale, home-made at that, but most of us didn't even see it. The play was a laugh from start to finish, and all the actors deserved the applause given them. Mr. Duffy gave a short talk regarding our very fine accomplishment and read the list of captains who sold the most tickets. Miss Lydia Johnson led the list, then Miss Mae Shannon, Your Humble Servant and Miss Mae Cummings. Duffy gave a good deal of praise to the one who was responsible for this theatre party, Ida J. Lord, and the club as a whole backs up everything he said and adds a lot more. It would not be possible to thank her enough for all the time and work she put on this party. The success of it should be a great satisfaction to her. Much credit should be given also to the following members who acted as captains:

Mrs. A. F. Cosgrove, Winifred Kerr, Anna S. Hunt, Mabel T. Johnson, Anita Harris Ludwig, Anna C. Mason, Mae L. MacDonald, Belle McDonald, Ida M. Reed, Mrs. A. W. Wise, Dr. Susan H. Hamilton, Mrs. D. R. Withers.

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An Invitation

To provide for its rapid growth the Women's Banking Department has been enlarged. So that our friends may have an opportunity to inspect the many attractive features of these quarters, an informal reception will be held

Saturday Evening, March 14 from 7 to 10 o'clock

We hope that you will find it possible to visit the bank at that time.

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SECTION NEWS

The members of the Gymnastic Dancing Class feel very selfish in having all the joy, fun and benefits of exercising, as well as learning which is your "left front toe," what is meant by "set right, set left," trying to be graceful yet natural, and all other technique of the terpsichorean art, limited to comparatively few members. We dance and laugh for a solid hour, which we can assure you makes us forget for the rest of the week that there are such things as income taxes, drab offices and blue Mondays. The class meets every Monday evening from 6:00 to 7:00 o'clock. Why not come up and see us some time? Better yet, why not join and improve your dispositions and figures?

Mary Baker, Chairman.

The next meeting of the Dramatic Section will be held at the residence of Miss Clotilde Grunsky, 2472 Union Street, Tuesday evening, March 10th at 7:30. "The Title," by Arnold Bennett, has been selected for reading. "Success," by Milne, and "The Admirable Crichton," by Barrie, have been suggested as alternates in the event that the first-named play is not available.

The Glee Club believes in combining business with pleasure. Last Monday evening the Club met at the home of Mrs. Barr, a social time being enjoyed after the evening's work. If you want to have the jolliest time in the B. & P. W., join the Glee Club at once. We meet every Monday evening at 7:00 o'clock.

MARY S. SEXTON, Chairman.

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SPECIAL COLLECTION

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 | MARCH 14, 1925 | No. 10

Weekly B&P WC *Program*

DINNER

TUESDAY, MARCH 17, at 6:15 P. M.

Price One Dollar

Speaker: Captain G. B. Baldwin of the Pacific Gas and Electric Company, "Hydro-electric Development of Northern California."
Music by the P. G. and E. Trio.
Chairman of the Day: Mrs. D. R. Withers.

The story of the transformation of the snow in the high mountains and of the water in the rushing rivers into the power that lights the little homes in remote country districts and turns the wheels in great industrial plants is a real romance. California has made remarkable strides in the development of hydroelectric energy, and in the northern part of the State the Pacific Gas and Electric Company has done much to further that development. No one is better able to talk on this subject than Captain Baldwin, who has been connected with that company for fifteen years. The captain was in Alaska during the stirring years of the gold rush, served as mayor of Nome, and spent a year in Washington D. C., in the interests of the territory; in addition, he is a veteran of three wars. So you see we may look forward to an interesting speech.

VISITORS WELCOME

Members of the club are urged to avail themselves of their privilege to invite guests to our program meetings. The committee in charge has arranged a series of interesting events, and we are certain your friends will be glad to share in our pleasure. We want to add to our membership roll, and surely there is no better way to "sell" our club than to give a demonstration of the really worth-while things we have to offer. As more diners mean more dinners, please be sure to make your reservations early.

SUSAN HARRIS HAMILTON,
President.

ECHOES

"Music hath charms to soothe the savage cow,," (or words to that effect) said Redfern Mason at the enjoyable dinner meeting of March 24, explaining that Swiss milkmaids were chosen from musical families because their voices stimulated bossy to give more milk. This is but an at-random memory from a talk which was filled to the brim with a wealth of notable and memorable remarks, not without their seasoning of humor. Not the least pleasure of the evening was making acquaintance with Mr. Mason's own personality, which shone pleasantly through his appreciation of music.

Mr. Robertson combined a delightful Gaelic burr with a really fine voice. "I hope he has not lost his Scotch since coming to this country," said Dr. Hamilton, a bit ambiguously in introducing the singer. He has not, if his rendering a group of Scottish ballads was the proof—for oh, but the sound of them was bonny! Mr. Herbert Joffe accompanied Mr. Robertson.

CLUB NOTES

By Estelle V. Walker

Lillian Palmer and Emily Williams are enjoying themselves in Los Angeles.

Ethel Jones and her mother were at Monterey over Washington's Birthday.

Mr. and Mrs. A. F. Cosgrove have celebrated another wedding anniversary and the Club extends heartiest congratulations to them.

L. M. Abernathy has sued the Market Street Railway Company for $14,000 because of the injuries she received last July while a passenger on a street car that collided with another car, causing her to be thrown to the floor. We are glad to know that you are able to be about again and are looking forward to your return to the Club.

We are compiling a little book of songs for use in community singing in the Club and want your suggestions of songs which should be included in this book. Mrs. Ruth Bell, 573 Mission Street, is the chairman of this committee and would appreciate your sending your suggestions to her. Remember,

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Program.....M. Gertrude Wise
Reception.....Mae Shannon

it isn't up to one or two to do it all—we want your help and suggestions too.

Last Wednesday The Women's Republican Club gave a luncheon at the St. Francis Hotel in honor of Mrs. Julius Kahn, our new Congresswoman. Sixteen of our members attended, four of them sitting at the head table and twelve of us at a special table in front of the speakers' table. Steps were taken to make this a permanent organization and officers for the coming year were elected. Our president, Dr. Susan Harris Hamilton, was elected auditor. Among the speakers of the day were Mrs. Kahn, Mrs. Florence Porter and Mark Requa.

The following committees have been announced: *House Committee*, O. Taber, Chairman, Mrs. Withers, Ethel Stewart, Grace Sweene and Mrs. Pinger. *Membership Committee*, Florence Attridge, Chairman, Marie Whaley, Nettie Smith and Nettie Libbing. *Program Committee*, Mrs. Wise, Chairman, Clotilde Grunsky and Mabel Johnson.

The San Jose Business and Professional Women's Club are having a birthday dinner on Saturday evening, 6:30 P. M., Vendome Hotel, $1 per plate, March 21, to which we have all been invited. They are holding the party on Saturday so that the members of the different clubs can attend. We hope to make a good showing. March 21 is the first day of the Blossom Fete, so that would be another good inducement for automobile parties to attend this dinner. Please phone your reservations to Miss Holden at the Club.

I suppose you are all anxious to know how the theatre party came out. Well, prepare for the shock of your life—we cleared approximately $800. Ain't it a grand and glorious feeling?

A SPRING FASHION HINT

Do you remember the lovely green gown Pauline Frederick wore in "Spring Cleaning"? You do? Well, then you'll be interested to know that she got it at The Betty Style Shoppe, 539 Sutter Street, between Powell and Mason, and that they have sold her four models this season, one a white frock which she plans to wear in the play during her Australian tour. And that proves Miss Frederick's wisdom, for, due to the fact that it has less overhead, the "Shoppe" can undersell the larger stores by about twenty per cent! That ought to interest business women. A smart ensemble costume in the new nasturtium brown was $49.50. For those who prefer more expensive things, a line of imported models is carried, but even these are lower in price than similar goods in other stores. The "Shoppe" also features a personal shopping service for busy people. Miss Betty Downing is the proprietor of

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OBSERVATIONS OF A POOR WORKING GIRL

I have noticed that the office boy usually expects to be promoted to be salesman or office manager later on, while the stenographer too often sees herself in no other job than the one she holds. Is there any wonder more presidents of companies started as office boys than as stenographers?

The problem of the successful business woman is not to prove to the world that she has brains enough to transact business, but that she is a woman.

Never try to explain your friendship to a man who has begun to see you in emotional colors. The only thing to do with an employer who has fallen in love with you is either marry him or to find a new job.

There is nothing in the contention that women lack the stamina of men to carry the strain of business life. Do you know any man with sufficient stamina to bear the strains of a mother's busy day and still remain fresh to be a pleasant companion during the evening?

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Dancing, Monday, 6—7 P. M.
Glee, Monday, 7—8 P. M.
Dramatic, Tuesday, March 24th at 7:30 P. M.

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LET'S BE BEAUTIFUL

Many of our members perhaps do not know that we have a committee manufacturing bath salts of the best quality obtainable and at a nominal price. We might say here that the proceeds derived from the sale of the bath salts are placed in a special fund (perhaps our Building Fund. Who knows?), and any purchase you make or help to make helps us to reach our goal just that much sooner.

The bath salts are put up in quart, pint and 16-oz. jars at $1, $0.60 and $0.25, respectively, in the following colors: orange, rose, green and lavender, and following odors: lemon verbena, 4711, violet, rose and lavender.

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We are not asking you to donate anything to this fund, but do ask that when contemplating purchasing anything in the line of bath salts or a *good* skin food you talk to us first. Also do not forget that both these articles make lovely holiday and anniversary gifts.

Mary Baker, Chairman.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 MARCH 21, 1925 No. 11

Weekly *Program*

LUNCHEON

TUESDAY, MARCH 24, at 12:15 P. M.

Price 75 Cents

Speaker: Mrs. Julius Kahn, recently elected Congresswoman. For many years in close touch with the work of her famous husband, Mrs. Kahn has been elected to carry on that work in Washington. Women in general, and business and professional women in particular, should be especially interested in her career. Come and hear what she has to tell us.

Mr. Victor Vogel, well known soloist, will sing.

Chairman of the Day: Miss Margaret Mary Morgan.

LIGHT READING FOR THE TIRED BUSINESS WOMAN

The life of the average business woman who hasn't time to keep up with the latest books and who spends her evenings checking up on her own or her employer's monthly balance sheet, is often thought to be a dull thing. Untouched by the inspiration of other minds, her own has little opportunity to rise above the prosaic details of the day's business. Those who commiserate with her in this sad state of affairs, however, are overlooking the perpetual font of humor and imagination which is open to anyone in the business field if she will but peruse with a seeing eye the market statements and government reports which come to her desk.

The humor of these little publications is spontaneous and unstudied—at least we have assumed with a trusting faith that it is not deliberate. We have, to be sure, sometimes questioned headlines which stated "Butter Stronger," "Coffee Market Weak," or "Fresh Eggs Drop." However, we believed the solemn word of the editor that "salmon" was "spotted" and that "Pork Shows Poor Tone" and have lived for the week on rock cod.

Commercial reports show even more variety and venture farther afield. From them we find that the tin plate market in Brazil is quiet. Our recollection of the only place we ever saw them use tin plates, which was a lumber camp, is so far from quiet that we note this item with particular interest. On another page, under the title of "Petty Pilfering," we learn of the difficulties of those who carry on a trade with India. It seems various small articles have from time to time disappeared from the wharves. Among the items listed as having been thus abstracted is an elephant. Think of the field for the imagination thus opened up. How did the petty pilferer get by the authorities with his stolen elephant under his coat? And if the inspecting official could not recognize an elephant for what it was, would it be quite safe to ship the family grand piano?

To date we have found no library listing government reports among its light reading. It is a field which our authors and our critics have overlooked.

—Clotilde Grunsky.

CLUB NOTES

By Estelle V. Walker

Last week's business meeting was a very enjoyable one. These meetings are really the best ones we have and more of you ought to come. One of the reports made last week was by Miss Clements on the housing question. The result of the postcard vote was 114 to 9 for the Woman's Building. It happened we have been so late with our vote that

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there is only one room left for us to take and that one received the most votes. It is the $200 room with a fireplace and kitchenette and extends across the front of the building.

The Club extends to Lydia Floan and Olga Dahl their deepest sympathy in the loss of their mothers.

Our president, Dr. Susan Harris Hamilton, has been asked to serve on the Mayor's Committee for the entertainment of the fleet in April.

In last week's issue there was a typographical error which we wish to correct. In the third paragraph of "Let's Be Beautiful," page 4, the price of the skin food was given as $..25. This should have been $1.25.

We are planning to have a big card party during April. Miss Cornelia Farrell is chairman of the committee.

Monday March 9 the Sacramento Business and Professional Women's Club entertained all the women legislators of California who attended the present legislative session there. The principal speaker was Miss Cornelia D. Purviance who spoke on "Library Work at Folsom Prison." Miss Z. Clements, state president, Mrs. Harriet P. Tyler and Miss Genevieve Allen of San Francisco were among those present. Miss Clements was one of the speakers.

March 13, Miss Z. Clements left for Los Angeles to hold a preliminary conference with the southern chairman of the State Federation to discuss working plans for the federation prior to the regular quarterly meeting in April in Los Angeles.

Our club member, Miss Margaret Mary Morgan and the state president, Miss Clements, will be the speakers of the evening at the San Jose Club's birthday dinner.

Recent visitors to San Francisco included Miss Susan B. Smith, state librarian at Sacramento, Winifred Harsan of Los Angeles, president of the National Association Bureau of Occupation. Mrs. Edna T. Hammond, owner of the Talcott Chemical Company of Napa and organizer of the new Business Women's Club at Napa.

The northern district of California has since the last convention of the State Federation helped organize many new clubs.

EXCHANGES

When is a mop not a mop? When it stands for "Monthly Operations Program" and is the bulletin of the B. & P. W. C., San Diego! An exceedingly readable and highly interesting publication, the February number, shot through with little snatches of poetry and flashes of humor. And what a busy club our southern sister is! In addition to the usual committees, there are committees for social

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service, for club rooms, stunts, outdoor recreation, public affairs, Sunshine Loan Fund and for the Vocational Placement Bureau!! On Sundays they carry good cheer to the nurses in Ward 19 at Camp Kearny; they enter special floats in Adpageants; they are planning for new quarters and are now looking for possible sites; and still they find time to attend luncheon and dinner programs, which are well worth while, if one may judge from the list presented. Club members will find much enjoyment and food for thought in "The Mop."

FOR THE GOOD OF THE CLUB

Being in a position where I come in contact with a great many of the business women in this section of the city, I feel I am in a position to say that there is a great need for more united effort to secure the business of the business women, for the business women in our club. How could we obtain the best results? Advertisers in our publication that have problems to face might like to receive suggestions as to how to solve them. Send in your problems, suggestions and constructive ideas that we may build up this section of our club life.

Mrs. A. F. Cosgrove.

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AROUND THE READING LAMP

"From Immigrant to Inventor"—by Michael Pupin. Another Americanization story of a fifteen-year-old Serb landing at Castle Garden with a capital of five cents to become a brilliant scientist and research worker, professor in one of the branches of electrical engineering at Columbia University. Salutary for the native born in these days of destructive criticism of our country and its institutions to read. Just as good in its way as "The Promised Land."

"Ports and Happy Places," by that delightfully vital young woman, Cornelia Stratton Parker who wrote "An American Idyl" which I hope you all read four or five years ago. "Ports and Happy Places" a charming account of two years spent in Europe with her sons and the June Bug—a walking tour of some weeks through Germany, a short winter season of snow and ice sports at St. Moritz, two trips through Spain and Italy with the boys—will make you ache to go and do likewise.

"Plumes," by Lawrence Stallings, one of the authors of "What Price Glory?", a war play which has caused much discussion in New York recently, is also a war, or rather, after-war story of a disabled veteran, crippled through the loss of a leg. Gives a very vivid picture of post-war Washington and a more than convincing one of the sufferings of the crippled "hero". I believe Stallings, the author, lost a leg in the war, hence possibly the poignancy of the descriptions. It is well for us not to forget some of the things of which this novel reminds us.—Ethel Maxwell.

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SPECIAL COLLECTIONS

The Business Woman

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San Francisco Business and Professional Women's Club

VOL. 2 MARCH 28, 1925 No. 12

Weekly *Program*

DINNER

TUESDAY, MARCH 31, at 6:15 P. M.

Price One Dollar

Program: Mystery Drama—by the Dramatic Section.

In addition to these comedy vignettes of modern business life, contributions to the evening's entertainment in the spirit of the occasion will be made by both the Dancing Section and the Glee Club. Bring your friends. In view of the fact that the next day is the first of April, all attending are requested to bring a useless gift with them. A prize is offered for the most useless.

Chairman of the Day: Miss Clotilde Grunsky.

Moving Picture of President Coolidge.

THE DEUEL BILL

(Mrs. Harriet P. Tyler, Legislative Chairman, California Federation of Business and Professional Women's Clubs, has contributed the following statement issued by the California state committee on educational legislation, of which the federation is a member.—Editor's note.)

The Deuel Bill, Assembly Bill 1128, provides for a director of education to be appointed by the State Board of Education, to hold office "at pleasure." The bill assigns to him all the duties now delegated to the Superintendent of Public Instruction through his serving as Director of Education. Those duties, as set forth in the Political Code, are those matters concerned with text book distribution, certification of teachers, trust fund administration, and all matters pertaining to teachers' colleges and special schools such as the California Polytechnic School and the School for the Deaf and the Blind, thus taking away from the Superintendent the major part of his work. The bill calls for a salary of $7,500. The Superintendent of Public Instruction receives $5,000.

The creation of this office would have the effect of setting up a two-fold organization and of further complicating an already badly co-ordinated state educational system. It also has the effect of placing the control, administration, appointments and policies of the teachers' colleges and special schools in the hands of the political administration of the state, and would continue to do so as long as there is an appointive Board of Education serving only four-year terms.

This bill is *not* in line with the recommendations of the special committee appointed by the legislature in 1919, despite the claims of its promoters. This committee asked for the appointment of a Director or Commissioner of Education *only* after a constitutional amendment had done away with the elective office of State Superintendent. It never intended that a dual system of responsibility should be established.

It is not economy of administration or money to have two officers with coordinate authority in any business or educational undertaking.

THE SAN JOSE CLUB'S BIRTHDAY PARTY

It was a wonderful party—that birthday celebration given by the Business and Professional Women's Club of San Jose at the Hotel Vendome, Saturday evening, March 21—and the spirit of fun, work, co-operation, relaxation and real inspiration was in the very air itself. Over a hundred and fifty sat down to dinner in a room colorfully decorated with the San Jose Club's colors. During dinner responses were given by the visiting clubs. Berkeley, Oakland, Palo Alto, Sacramento,

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Salinas and San Francisco were well represented. The various presidents and delegates expressed not only sincere good wishes for the San Jose Club but told something of what had been accomplished in their own organization. This was very interesting. In the absence of our President, Dr. Hamilton, Mrs. Ada H. Brace responded for San Francisco. She expressed a desire that we should be at the fiftieth birthday, and this keynote seemed to express the wishes of all.

Ruth Comfort Mitchell Young read two of her poems, and everybody wanted more. A youngster recited entertainingly from the top of a table. Our own Z. Clements and Margaret Mary Morgan were the speakers of the evening and, as always, did honor to our club.

One of the most enjoyable events of the evening was the ceremony of installing the new officers. It was simple yet it expressed the feelings of most club workers of good fellowship towards the old and the new officers and directors.

There were other delightful features, such as the music rendered by the Pacific Junior orchestra, solos and group singing that filled an evening which we all shall remember with pleasure and which inspired a desire to be at the San Jose Club next year upon its birthday.

Ida M. Reed.

CLUB NOTES

By Estelle V. Walker

We were glad to welcome among our guests last week Mr. and Mrs. George S. Nevin of Yosemite Lodge.

Mrs. Anna M. DeYo left March 17 for Honolulu in the interests of the National Women's Christian Temperance Union.

Wednesday, April 8, has been set aside as Women's Day at the San Francisco Advertising Club. Our club has been invited, so make reservations early through Miss Holdren.

A special meeting was held Thursday, March 19, at twelve o'clock for the discussion of legislation pending before the State Legislature. After Mrs. Harriet P. Tyler, State Federation Legislative Chairman, had fully and clearly explained the measures, our club endorsed Assembly bills 776 and 777, appropriating $150,000 for the re-establishment of the industrial farm for delinquent women at Sonoma; also assembly bill 372, amending the part-time school law; three equality measures, assembly bill 1017, prohibiting discriminations betwen men and women employed by public authority; assembly bill 1018, making the age of majority of girls the same as that of boys, 21 years; assembly bill 1019, permitting

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testamentary guardianship by the mother, as well as by the father; forest conservation program of California state board of forestry; senate bills 336 and 337, providing for investigation and emergency relief for the Indians of California. The Deuel bill, assembly bill 1128, which Mrs. Tyler pointed out is not constructive educational legislation, is discussed elsewhere in this issue. Members are urged to support the legislation the club has endorsed and to communicate their wishes to their state senators and representatives. At the close of the meeting a rising vote of thanks was given Mrs. Tyler for her splendid work.

ECHOES

In a land where the moral woman never sets foot outside her own courtyard and where she can, as a rule, neither read or write, woman's influence is left very largely in the hands of that group who have been trained to be more intelligent and more entertaining. With this as her thesis, Miss Jean Dickinson of Yen Ching University, Peking, in a brief but most interesting talk before the business meeting of March 3, pointed out the need for more educational facilities for women in China. Thirty-two graduates with a need for school teachers and social workers to serve 400,000,000 people, what a marvelous opportunity for a good job!

If, when you saw a fire engine dashing toward you—a hook and ladder truck coming at equal speed on the cross street—with an inevitable crash in prospect, would you have the presence of mind—the courage—to step between them and hold up your hand for a traffic signal? That is what was done recently by one of the Boy Scouts, of which we were told at the luncheon meeting of March 10, by Raymond O. Hanson, Scout Executive. There are 11,000 boys enrolled in the movement in San Francisco, and if they are all as "good scouts" as Julius Salomon, whose clear tenor in the "Invocation" moved the hearts of all of us, there is not much to fear for the city's future. Roff's "Etude Melodique" was beautifully rendered by Miss Irene Geppert, who also graciously added an encore.

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Come to next Tuesday's dinner if you want to enjoy a good time, and bring with you (one each for yourself and guests) the most useless thing you can think of, neatly done up in a mystery package. These will be distributed among those present as souvenirs of the occasion. Later an exhibit of the wares will be held and a prize given for the most useless. Look over your cancelled stamps, broken pairs of gloves and discarded hairpins—and select the prize winner.

THREE CHEERS

For the Business Women's News, organ of the State Federation, and heartiest congratulations to its editor and all the others who co-operated to make Vol. I, No. 1, the splendid publication it is. The report of Z. Clements, State Federation president, is of particular interest, and the article on "Ways and Means" is recommended to all who are interested in raising funds, club or otherwise. Much credit is due Harriet P. Tyler, legislative chairman, for her able presentation of the measures embraced in the federation's legislative program adopted at the 1924 convention. An item of especial interest to the San Francisco Club was the picture of Mrs. Nell Palmer, "one of the first dozen of California's business women executives."

From Atlantic City, seemingly the home of America's arbiters of fashion, comes the information that the proper length for this season's spring and summer frocks is half way to the ankle, which seems to give license to the most riotous imagination, inasmuch as no statement is made concerning the point from which measurements shall be made.—C. M. Jackson, in the S. F. Bulletin.

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Room Service 25 cents

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 APRIL, 4, 1925 No. 13

Weekly *Program*

DINNER

TUESDAY, APRIL 7, at 6:15 P. M.

BUSINESS MEETING

Price One Dollar

The business session is the most important meeting of the month. Here ways and means are discussed, plans formed, policies adopted. If you enjoy the program meetings, then show your appreciation by sharing in the work of administration. Come to the business meetings; listen to the reports; make constructive suggestions. This is your club—its growth and progress depend upon your cooperation. Your presence at the business meetings will be evidence of your active interest in the welfare of your club.

THE ORIGIN OF THE CLUB EMBLEM

By Lillian Palmer, Honorary President

(To remind old members and to inform new ones, we have asked our honorary president, the one best fitted to tell the story, to explain why our club has a flambeau for its emblem.—Editor's Note.)

The club had just elected a president and was a little dismayed when, upon taking office, she announced that she knew nothing whatever about the job. The members were somewhat reassured, however, when she told the following story:

In the early days of her experience, the president, who makes electric fixtures, was invited down the Peninsula by one of her wealthy clients to spend the night and discuss designs. Dinner, an impressive affair, with butlers and imported china 'n'everything, was not rendered more easy by the presence of Father-in-law, a mighty Captain of Industry. At the close of the long meal, Father-in-law spoke for the first time.

"So you make electric fixtures! Do you make flambeau?"

"Oh, yes!" piped the president. "And I don't solder mine; I rivet them."

"Huh! Go up with me on the ten o'clock train to my office."

But the president did not. She went up on the seven-thirty. You see, she had to find out what a flambeau was! Incidentally she found that one could no more be riveted than could an apple dumpling.

But she drew designs, had castings made, and finished in triumph. Today those flambeaux grace one of San Francisco's great banking buildings—ever-present acknowledgment of what trying can do.

When the story was finished, Mrs. Blockberger, an always spontaneous member, rose.

"Madam Chairman," she said, "I move that the flambeau be adopted as the emblem of this club."

And so it was that the flambeau, chosen in a moment of laughter, has come to be a real light in the community, not only glowing with brightness and cheer for the members of the club but making clear the way for other business women who will follow.

DID YOU KNOW THAT

Captain Baldwin, who talked to us so pleasantly the other evening on the mysteries of electricity back of the button, is said to have been the original of the hero in Rex Beach's novel "The Spoilers"? He was the first mayor of Nome. You missed a very entertaining evening if you did not hear the Captain and "The Pacific Service Trio" and see the motion pictures of the Pit River Development.

The Business Woman

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Publicity.....Johanna E. Heim
Program.....M. Gertrude Wise
Reception.....Mae Shannon

CLUB NOTES

By Estelle V. Walker

At our luncheon last Tuesday we were glad to see "among those present" our old members, Leola Good, Carol Bradley, Mrs. Perego and Miss Bowyer.

The largest fleet that has ever visited San Francisco Bay will arrive on April 5, and our club has been asked to do our share in entertaining the boys. Those of you who have machines and will volunteer your services to show them the town, please get in touch with Miss Holdren at the club or Miss Ida J. Ford. It is hoped also that many of you will attend the big ball to be given in the Auditorium for the enlisted men. All of you who haven't a machine can attend the dance and see that there are plenty of partners for the boys.

At the San Jose Birthday Party there were 16 members present from the Sacramento Club, 12 from the Oakland Club, 34 from the Berkeley Club, and 26 from the San Francisco Club.

Lillian Wendemuth, accompanied by Mrs. McReynolds, of our club, Miss Wilkin and Mrs. Guber of the Oakland Club, attended the meeting this week of the Santa Rosa Business & Professional Women's Club. Miss Wendemuth was one of the speakers of the evening, her subject being "Banking Methods," and Miss Wilkin was the other speaker, telling of the experiences of the Oakland Club in building its clubhouse. After the meeting Miss Wendemuth and Mrs. McReynolds visited Petaluma, Valley Ford, Healdsburg, Calistoga and Napa, a combination business and pleasure trip. They sav the poppies and lupin up that way are beautiful.

We are planning a *monster card party* for April 28, Miss Cornelia Farrell being chairman. We want some prizes, lots of prizes, and of course would like to have the members donate same so that all the profit can go to the club. Please notify Miss Farrell if you will donate a prize.

We are very glad to welcome the following new members into the club: Mrs. Sara Judd Greenman, Sadie Davis, Mrs. M. M. Bishop, Ida Humphries, Mrs. Ann Tyler Korn, Mrs. Helen Putnam Van Sicklen, and Margaret C. Ryan.

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Last Tuesday our luncheon meeting started right on time. The lunch room is open at 12 o'clock, and the program starts promptly at 12:30, which means that the meeting is over a few minutes after 1:00. Please try us once more on the luncheons as we are having some of our best programs at noon.

Don't forget the luncheon at the Advertising Club next Wednesday, April 8, Ladies' Day. Those desiring to go can make reservations through Miss Holdren.

Our deepest sympathy goes out to Miss Emily Williams in the passing of her sister.

OUR NEW CONGRESSWOMAN

Women in general well may be proud of Mrs. Florence Prag Kahn, recently elected to succeed her husband, the late Julius Kahn, in the House of Representatives, if she conducts her business as simply, as clearly and as efficiently as she explained the methods of handling legislation in Congress at our last meeting. Mrs. Kahn's knowledge of national affairs gained through many years of close contact with her husband's work, coupled with a pleasant personality, evident sincerity, and a delightful sense of humor, amply qualify her to carry on that work.

SECTION MEETINGS

Dancing, Monday, 6—7 P. M.
Glee, Monday, 7—8 P. M.
Dramatic, Tuesday, April 14th at 7:30 P. M.

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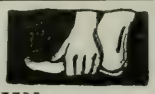
KITTENS, CLAM CHOWDER AND LIFE

There is a delightful story in Frances Lester Warner's "Groups and Couples" about an infinitesimally small kitten owned by a group of college girls that was once left quite alone in a kitchen with a kettle of clam chowder which had been placed on a low shelf. One of his mistresses entered, saw the chowder, feared the temptation and safely removed the liquid to a container in the oven to keep warm. The empty kettle she placed back on the shelf. And here a few moments later another one of the girls found the kitten, running around inside the empty kettle, delightedly lapping up the last few drops of chowder. "Oh," she exclaimed, holding up the small tennis ball of fur at arm's length, "this kitten has eaten four quarts of clams!" "The fact," continues the author, "that one is found running around in a great subject, is no sign that one has absorbed it all."

This she makes an apology for her light touches upon the themes of life and matrimony.

Many of the pictures she paints are unforgetable—to be hung permanently in the memory and every once in a while in the conversation. Such, for instance, is that brief view of Alexander, clad only in his alphabetical running suit (does one mention gentlemen's underwear in a woman's club bulletin?) and armed with nothing more specialized than a cream bottle, endeavoring to force his way into the empty flat whose screen door has just latched itself behind him. Or the judge—or the performance of "Midsummer Night's Dream"—or—but it really is impossible to attempt the entire four quarts of chowder.

Clotilde Grunsky.



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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 APRIL, 11, 1925 No. 14

Weekly *Program*

LUNCHEON

TUESDAY, APRIL 14, 1925 at 12:15 P. M.

Price Seventy-five Cents

Speaker: Margos G. Huidobro, Chilean Consul.

Subject: "The Political and Social Development of Chile."

This is an opportunity to learn at first hand something of one of our neighbors on the south. Chile is a wonderfully interesting country and one about which we, as residents of the port of San Francisco, ought to keep informed.

Music: Miss Harriett Murton, soprano soloist.

Chairman of the Day: Miss Jean P. McEwen.

OPPORTUNITY

They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake and rise to fight and win.
Wail not for precious chances passed away,
Weep not for golden ages on the wane;
Each night I burn the records of the day,
At sunrise every soul is born again.
Laugh like a boy at splendors that have sped,
To vanished joys be blind and deaf and dumb;
My judgments seal the dead past with its dead,
But never bind a moment yet to come.
Though deep in mire, wring not your hands and weep,
I lend my arm to all who say "I can".
No shamefaced outcast ever sank so deep
But he might rise and be again a man.

Walter Malone.

(Contributed by Grayce Redman)

LUNCHEON IS SERVED!

For the benefit of out-of-town members and others who may not be informed on the subject, we wish to announce that luncheon is being served at the club rooms daily except Saturday. The food is good, there is a varied menu to choose from, and the price is right. Come and be convinced.

THREE GATES

If you are tempted to reveal
A tale someone to you has told
About another, make it pass,
Before you speak, three gates of gold.
These narrow gates: First, "Is it true?"
Then, "Is it needful?" In your mind
Give truthful answer. And the next
Is last and narrowest: "Is it kind?"

And if to reach your lips at last
It passes through these gateways three,
Then you may tell the tale, nor fear
What the result of speech may be.

—From the Arabian; author unknown.

BUY YOUR TICKETS EARLY!

At the dinner meeting of March 31 it was announced that the Dramatic Section is planning to stage three one-act plays on Friday evening, May 15. Through the courtesy of the Emporium, the performance will be held in that firm's auditorium, and while full details have not yet been worked out, it is expected that The Emporium will present a brief fashion show. The Glee Club and the Dancing Section also probably will contribute to the evening's entertainment. Mrs. Wise and Miss Heim are in charge of the business details, and a specific announcement relative to tickets and features of the program will be made by them in the near future. This performance is an effort on

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Program.....M. Gertrude Wise
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the part of the members of the Dramatic Section to do their bit toward contributing to the club funds, and they ask your hearty support and cooperation toward making it a big success.

WE MOVE! WE ADVANCE

DES MOINES, Ia.,—The Iowa Senate has passed a resolution submitting to the people in the 1926 election a constitutional amendment to permit women to sit in the Legislature. *Press Dispatch.*

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THE GLEE CLUB ENTERTAINS

On the evening of March 21, members of the Glee Club joined in giving a surprise birthday dinner to Jennie Hoyle, who has worked so hard to make the choral section a success. And the best part of an enjoyable evening was the complete surprise it proved for the guest of honor. Those who wished Jane, and incidentally Louise O'Hara, whose birthday also falls on the first day of spring, many happy returns were Mathilda Schimpf, Mae Shannon, Johanna Heim, Sadie Kuklinski, Miss Cotton and Miss Rauhut, Mrs. Sexton and her daughter (who sang for us), Belle Bang, Louise O'Hara and Ethel Maxwell.

CLUB NOTES
By Estelle V. Walker

We are sorry to learn of the sickness of two of our members, Miss Dumas and Camilla Morgan. Miss Dumas has been laid up with the flu for the past ten days. Camilla Morgan has been suffering for some time with headaches and expects to have an operation on her nose to relieve the condition. We wish both of them a speedy recovery.

Owing to the theater party and fashion show which we are going to give at The Emporium on Friday night, May 15, Cornelia Farrell, our live chairman has decided to postpone the card party to a later date. This will give you a little more time to collect your prizes for the "Monster Card Party."

Z. Clements left Saturday for a ten day vacation in the southern part of the state. It won't be much of a vacation for her as she is scheduled to speak every noon and evening during her stay and is to be rushed all around the country to fill those engagements.

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BANK OF ITALY
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THURSDAY, APRIL 16, 1925
8:00 P. M.

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"Current Legislation"
Mrs. Harriet P. Tyler, Attorney, Western Pacific Railroad Co.

"Costs of Legal Procedure"
Miss Eloise Cushing, Attorney, Librarian Alameda County Law Library.

"Fraudulent Stock Selling"
Address by Robert C. Newell, of the Newell-Murdock Co., Chairman of Public Relations Committee of S. F. Stock and Bond Exchange.

The attorneys on this program represent the "Queen's Bench" of San Francisco

You and your friends are cordially invited

Don't forget that our luncheon programs start promptly at twelve thirty and are over a little after one. Come and try it once more.

At our April Fool's dinner last week Mr. Grunsky extended an invitation to us to visit the Aquarium some night and view the fishes under artificial light and see how they sleep, make their nests, and so on. We only hope there was no "April Fool" about the invitation and that all the members will attend. The date has not been set yet but will probably be the night of our business meeting, May 5.

During the visit of the fleet this week our president is representing the club in all of the activities of the citizens' committee appointed by Mayor Rolph.

SOME DIGESTIVE AIDS

(Collected by Inez J. du Guid)

Mrs. Mutch: "I've been washing my diamonds all the morning in champagne. What do you with yours when they are dirty?"

Mrs. Moore: "Throw 'em away."

"Good heavens! You gave my wife arsenic instead of sleeping powders!"

"That's all right. You owe me fifteen cents more."

SECTION MEETINGS

Dancing, Monday, 6—7 P. M.
Glee, Monday, 7—8 P. M.
Dramatic, Tuesday, April 14th at 7:30 P. M.

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Property Man (to villain): "Say, toke those off. Those aren't your whiskers."

Villain: "What are they?"

Property Man: "They're one of the costumes for the Hawaiian chorus."

THE APRIL FOOL PARTY

Much credit is due Clotilde Grunsky for the merry April Fool party held Tuesday evening, March 31. Any ice that might have been present—and there was none visible to the naked eye—was broken by the extraordinary manner in which those present insisted upon shaking hands (by previous instruction). The useless gifts occasioned much laughter, the prize going to the donor of a man's torn collar. Members of the Dramatic Section demonstrated their versatility in charades based on names of members' firms and covered a wide territory, roaming with equal ease in the lands of the Old Testament, in modern Mexico and on a desert island. Particular credit is due Belle McDonald for her realistic impersonation of a weary camel and to Florence Attridge, whose portrayal of a cat was so natural that one member was restrained with difficulty from getting a saucer of cream for the cute little kitten.

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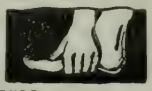
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 . APRIL 18, 1925 No. 15

Weekly B&P WC *Program*

DINNER

TUESDAY, APRIL 21, 1925, at 6:15 P. M.

Price One Dollar

Speakers: Miss Cornelia Farrell, Mrs Grace Perego
Subject: "Travel Talks"
Music: Mr. Andrew Robertson, Soloist.
The skirl of the bagpipes from bonny Scotland.
Chairman of the Day: Miss Mary E. Kelley.

It seems needless to add anything to the foregoing. As you know, our fellow members, Miss Farrell and Mrs. Perego, have returned from abroad recently and so must have many interesting experiences to relate. Those who attended the dinner at which Mr. Redfern Mason spoke not long ago will remember with pleasure Mr. Robertson's beautiful voice and will look forward with keen anticipation to hearing him sing again. And last, but a long way from being least, a Scotch piper will play Scotch melodies on the bagpipe as only a Scotchman can play them. Here's hoping he wears the kiltie an' the tam an' a'!

THERE IS A TRADE PAPER FOR YOU

By Carol H. Bradley,
Associate Editor, Pacific Coast Merchant

Most of us who are in business try to keep us up to date as possible in our reading. We read some of the current fiction, perhaps, when we find time for it; maybe one or two serious books occasionally, along some line we are especially interested in, be it travel or psychology or what not. Most of us, too, read one or more magazines,, the S. E. P., or the Cosmopolitan, or some other.

But for business people this is not enough. There is a kind of reading that every one of us would find even more valuable, as far as our business life is concerned, than any of these. And it is probable that only a very small per cent of us does read anything in this field, many even do not know of its existence. This is the business press—the trade paper.

There is practically no line of activity which has not its trade publication, be it monthly, semi-monthly or weekly. Some even have dailies. Some businesses have many different magazines covering them; some only one or two. And these publications should be read and studied and referred to by everyone—from office clerk to president—connected with the business.

Just what is the business paper? Briefly, it is a magazine which gives the latest trade news, information, instructions, ideas, regarding the particular field for which it is published. It gives a broad outlook upon the business and the various factors that influence it. It points the way toward sucess and offers warning against the pitfalls. If you are in the lumber business, for instance, you will find various magazines existing for the sole purpose of helping you to make more money in different parts of the lumber field. And not only do the editorial contents of the journal do this, but the advertising pages as well. In them are announcements of those concerns offering all of the many products of interest to the business; these alone provide a mine of up-to-date information in the field.

"But I am only in the office", some of us may think. "The bigger aspects of the business, such as how to make more profits, do not come into my province." But that is just where we are most mistaken.

Maybe we are saleswomen in a department store or stenographers in a hardware store. Just the same, a trade paper will help, and very definitely. From it can be gained ideas for this or that detail the "boss" has quite overlooked—not to mention the added interest, which greater knowledge of the business we are in, unfailingly gives.

So no matter what position we hold, there is more to be learned about it; and that more can be gained through the medium of

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the trade paper of that business. Subscribe to it, (and if you don't know what is the trade paper of your business, the writer will gladly hunt it up for you), read it, study it, think over it, and you will find it a business asset of inestimable value.

CLUB NOTES

By Estelle V. Walker

We had the great pleasure of welcoming at our meeting on April 7, Mrs. Amy G. Kane, President of the Pioneer Club, Wellington, New Zealand, and Miss Daisy Isaacs, also of Wellington. Mrs. Kane was on her way to Washington, D. C., to attend the International Council of Women, at which she is representing her country. She very kindly told us something of the club life of Wellington and extended an invitation to us and our friends to visit the Pioneer Club when we go to New Zealand. The Pioneer Club is the only women's club in Wellington and has a membership of about 500 and includes business and home women. Wellington is a small city of about 100,000, and Mrs. Kane said they felt the women could do more in one large organization like the Pioneer Club than in seperate organizations as they would be so small. She stated that women in her country hold about the same positions as they do here but that we have two positions filled by women which she hoped they would have before long—a women judge in the children's court and a woman custom inspector. She told us of the good work their club was doing to help women and children of their country. Mrs. Kane herself is a journalist and so belongs to us. She has promised to visit us again when she returns from Washington on her way home.

We also had the pleasure of welcoming Miss Margaret Goff of the Salt Lake City Business

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& Professional Women's Club. We are always glad to have the members from out of town clubs visit us and hope during the summer that all who come to San Francisco will plan to be here on a Tuesday so they can attend one of our meetings.

The Club extends sincere sympathy to Anna G. Gooding in the death of her mother.

Don't forget our Luncheons are starting early and closing early. Program starts at 12:30 and ends about 1:05 so come try us again.

Twenty-six of our members attended Ladies' Day at the San Francisco Advertising Club, two of our members, Supervisor Margaret Mary Morgan and Dr. Susan Harris Hamilton, sitting at the head table. Mrs. Julius Kahn was one of the speakers and kept us laughing over what she knew about advertising. Miss Mencken, star of the play, Seventh Heaven, was the other speaker, and we were favored by two solos by Miss Olds of the City of Paris. Mrs. D. E. F. Easton, president of the General Federation of Women's Clubs of California, was chairman of the day.

We are sorry to learn that Mrs. Le Fevre has been laid up the past week with a bad ankle. We hope she will be up and around

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again soon. During one of your spare minutes call her up and say hello.

Following our business meeting on May 5, we are planning to go out to the Aquarium to see the fish enjoying their slumbers. Be sure to come and join us. Mr. Grunsky says there are lots of new fish out there since we were there last time.

We received a letter from our Marie Jensen of the Richmond Business & Professional Women's Club inviting us to take part in a joint dinner to be given at Richmond the last Tuesday in May. It will be lots of fun going over there on the boat, and we have plenty of time to think up something special to do. Make your plans now to go with us and make a good showing for San Francisco.

During Fleet Week twelve of our members loaned their machines to take some of the officers around our fair city. I know one member of the club that said she wished she was several years younger so I guess she must have had as good a time as the visitors did.

The friends of Miss Gada and Miss Glenn are giving them a farewell diner at the Club Rooms on Friday night, April 24th. All friends of Miss Gada and Miss Glenn are invited. Telephone reservations to Miss Holdren.

Don't forget the following dates:

April 24—Gada-Glenn Dinner.

May 6—Visit to Aquarium.

May 15—Theater Party and Fashion Show at Emporium.

May 28—Dinner at Richmond.

June—Monster Card Party.

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VOL. 2 APRIL 25, 1925 No. 16

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, APRIL 28, 1925 at 12:15 P. M.

Speaker: John D. Barry, of the San Francisco Call.

Subject: "Women in Business."

Mr. Barry is too well known to need an introduction. Journalist, essayist and critic, he has seen much of the world and has had unusual opportunities to study the men and women in it. You may be sure he will have a number of interesting things to say upon the subject he has chosen.

Music: Mrs. Howard W. Hogan, soprano soloist, accompanied by Mr. Herbert Jaffe.

Chairman of the Day: Miss Z. Clements.

THE 1925 MODEL GAS RANGE

By D. R. Withers,
Home Service Representative,
San Francisco Division, Pacific Gas and Electric Co.

(As this is Gas Appliance Week, we have asked Mrs. Withers to tell us something about the latest model in gas ranges.—Editors note.)

If you have a 1925 model gas range it is not necessary to baste your roast. Potatoes, green vegetables, fruits, puddings and other goods can be cooked in the oven five hours and perfectly too.

The 1925 model gas range is equipped with an automatic heat regulator, and it is no longer necessary for the housewife to guess at the oven temperature. All she need do is to set the heat regulator at 275 degrees for the three-hour meal and 250 degrees for the four or five-hour meal and she is free to pursue her social, political or business activities for the period of five hours and at the usual time place upon the dinner table a delicious wholesome meal with something for the next day.

That is all there is to preparing a five-course dinner with fruit for breakfast and dessert all cooked while you are enjoying the theater, bridge club, Mah Jong or entertaining in your own home.

Afterward while washing the dishes, use a damp cloth and a little cleaning powder or soap to remove the food stains, if any, from the oven and enamel parts after oven is cold. Wipe dry and allow the oven door to remain open until oven is thoroughly dry. Use a woolen cloth with a little alcohol for the nickel.

Here is a recipe for muffins which I have found very satisfactory. "Try this on your gas range."

Queen Muffins

¼ cup shortening
⅓ cup sugar
1 egg
½ cup milk
1½ cups sifted flour
2¼ teaspoons baking powder

Cream butter; add sugar gradually and cream, egg well beaten; sift baking powder with flour and add to the first mixture alternating with milk. Bake in butter tin gem pans 20 to 25 minutes at 400 degrees.

A GLIMPSE OF CHILE

To those who, following O. Henry and the comic supplements, think of South American education as a process literally of teaching the young idea to shoot, the luncheon talk of last week given by the Chilean consul must have come as something of a revelation. Senor Huidobro told us of his country's record in arbitration and of the borderland statue made from melted cannon and dedicated to a peace that really had been kept.

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He also told us of the national vocational schools for training boys in the skilled trades, apparently far in advance of our own educational system along these lines. We should like to have heard something of the training of the girls in vocational fields, but perhaps the testimony of the senor that the women of his country are the most beautiful (next, of course, to ourselves) of any in the world indicates that few require instruction in any but the arts of the home.

CLUB NOTES

By Estelle V. Walker

Our first attempt at Wild Flower Week was certainly a big success. With only about a week to prepare for it we secured nearly seventy different varieties of wild flowers. They came from Mendocino, Siskiyou, Tuolumne, Sonoma, Monterey and Marin Counties, and there was every kind of flower from the tiny forget-me-not to the wild hollyhock and trillium. Through the kindness of Josephine Weed and her committee the flowers were labelled with their botanical names, and it was an education as well as a pleasure to study the display. One table was devoted to flowers which Mrs. Sexton picked at Jack London's home in the Valley of the Moon. Next year we will start our plans far enough in advance to have it known by everyone and make it even a bigger success than this time.

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Our associate member, Mrs Josephine K. Rice, is now vice-president of the Berkeley Business & Professional Women's Club. Mrs. Rice is one of our oldest members, and we regret that she is not an active member at this time.

It is with great regret that we have to announce the disbanding of our Junior Girls Club. They have either married or moved away until there was only a few left and so have given up the club. We hope there will be another Junior Club soon the same as Oakland has—a good sized one.

Hilda Gohrman has returned from a year spent in Europe and the East. She tells some interesting stories of her trips, especially about the cathedrals of Europe, and has promised to tell the Club about them some time soon.

Gertrude Wise spent last week-end in

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Stockton. There is a rumor going around that she is soon going to Hawaii and while we do not wish to be too selfish, still the Club can't spare her for very long. She has been getting us some fine programs so unless she can speak for her speakers in advance, we can't give her a very long leave of absence.

The Dramatic Section has been working hard, rehearsing twice a week, on this theater party at the Emporium, and from what they have done for the Club in the past you will know this will be worth attending. If you haven't obtained any tickets yet, get in touch with Mrs. Wise, Franklin 6024, and get a supply for yourself and friends. The Emporium is putting on the Fashion Show, and our own members are to be models.

Don't forget the following dates:

May 6—Visit to Aquarium.

May 15—Theater Party and Fashion Show at Emporium.

May 28—Dinner at Richmond.

June—Monster Card Party.

When we send things in a ship we call it a cargo, and when we send them in a car we call it a shipment.

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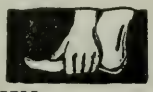

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VOL. 2 MAY 2, 1925 No. 17

Weekly B&P WC *Program*

DINNER

Price One Dollar

TUESDAY, MAY 5, 1925, at 6:15 P. M.

BUSINESS MEETING

Through the kindness of Mr. C. E. Grunsky, the club members have been invited to make a special visit to the Aquarium to learn something of the habits of the fishes at night. Arrangements have been made to make the trip at the close of the business meeting, which will be conducted during dinner. Dinner will start promptly at 6:15 P. M. It is particularly requested that every one make a special effort to be punctual in order that the meeting may be disposed of expeditiously and an early start made to the Aquarium. The visit will be an interesting one. Let's have a big attendance!

UGGESTIONS FOR A CONSTRUCTIVE PROGRAM

By Lillian M. Wendemuth

Part I

Miss Clement has said she has a hobby; so ave I—the same, identical hobby, if I under-tand her correctly. It is that women in usiness must take care to prepare them-elves in such a way as to be established in ıeir later years.

About ten years ago we had some interest-ıg discussions on this subject in the old New ork League for Business Opportunities for omen. Heads of business schools were lled together at one meeting. "What is ıe outstanding idea you give to your pupils hen they enter business?" they were asked. he reply of one was most interesting. They ere training girls, she said, that stenog-ıphy was to be looked upon as a stepping-one. Pupils were reminded that unless they lded something to their equipment each year ıey would find as years slipped by that ɔunger girls could do the work as well. Con-quently they would find themselves kept in eir positions by sufferance rather than be-ıuse they were needed.

It was brought out at one of these meetings -very forcibly brought out—that the ma-rity of men prefer youth and good looks to oficiency in their women employees—much ɛe the man who hired the good-looking girl fore finding out what she could do because he was afraid he'd find she couldn't do anything.

In that series of conferences on this subject we were dealing in cold facts—and warm ones. Women in journalism, in office management, in insurance, women correspondents, the pioneers of New York's present proud array of women in banking, doctors, lawyers—all of these and others gave the membership the benefit of their experience. I remember some who considered stenography a stepping-stone and others who felt that it had held them back because they had had such a hard time getting away from it. Specifically the fact was pointed out that women should take the opportunity that was theirs through close contact with the company's business to learn its details and themselves become dictators of letters. "Correspondence critic" work was just becoming the fashion; it opened a new field for women trained in modern correspondence.

(To be continued)

OAKLAND CLUB INSTALLS OFFICERS

The Oakland Business and Professional Women's Club held the installation of its recently elected officers Thursday evening, April 16. The affair was given in the auditorium of the clubhouse, about 215 being present, of whom ten were members from the San Francisco club. The retiring board of directors was seated at the head of the room,

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while the incoming board occupied a table right in front of the head table. A very fine dinner was served on the club's new dishes, which were used for the first time. They are white with the club emblem, the Winged Victory, in black on each piece, and they made a most attractive appearance. The program began with the singing of "America, The Beautiful," followed by the reading of the "Collect for Club Women" which the Oakland Club has adopted—it is the same one as hangs on the wall of our clubroom. By the way, this collect was read by one of our former members, Bird Wilson. Our Z. Clements spoke to them as president of the state federation, and we were very proud of her as usual. The presidents of the visiting clubs were introduced, and Dr. Hamilton presented the retiring president with a bouquet of flowers. The guest of honor for the evening was Geoffrey O'Hara of K-K-Katie fame. He talked on "The Economic Value of Music," but I will not tell you anything about it because he is going to speak for us later on. All I will say is, when you see his name on the program, send in your reservations immediately. Following a group of folk songs by Mr. Isherwood, the installation of officers took place, and it was a very pretty sight. Each retiring director pinned a corsage bouquet on the incoming director, wished her pleasure in her coming work and escorted her to her place at the table. They began with the directors and ended with the president. It's time San Francisco did something like this, don't you think so? The club presented the retiring president with a pin of the National Federation and her retiring board presented her with a basket of flowers. All in all it was a very enjoyable evening, our only regret being that there were not more of us there.

Estelle V. Walker.

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CLUB NOTES

By Estelle V. Walker

I am sorry to say that Rosette M. Reynolds is in the University of California Hospital following an operation for goiter. We wish her a speedy recovery.

We have Mrs. Lillian Harris Coffin to thank for two large volumes on "The History of Woman's Suffrage" which she has presented to the club library.

On Friday night about fifty of us tendered a bon voyage dinner to Miss Gada and Miss Glenn, who are leaving on the first of May for a two-year trip abroad. One member was dressed to represent each country, the guests of honor are planning to visit, and as Harriet Tyler played the national anthem of that country, the representative came forward and presented them with a memento from that country. For instance, Dr. Hamilton was Britannia and presented them with a small plum pudding; Miss Heim was Germany and gave them a bottle of beer and a stein; Ireland presented them with a shillalah and shamrock; Holland, a pair of wooden shoes; Egypt, a camel; and so on. As Miss Gada was born in the Alps, Switzerland presented her with a large sign, "Made in Switzerland." Lillian Palmer was in charge of the evening and gave us one of her old-time good times.

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At the dinner last Friday night we were very glad to welcome one of our oldest members, Mrs. Geldert. She is now selling toilet preparations for one of the large companies in the city, but the old members will remember her as "Geldert of the Chronicle." We wish she would come back to us again.

Don't forget we want a lot of prizes for that card party in June. We are counting on 100 prizes—are you one of the 100 contributors?

Lydia Johnson had four prospective members as her guests last Tuesday evening. We feel sure they must have all enjoyed the splendid program, and we hope to welcome them soon into membership.

In our last issue we regret that through a typographical error the flowers which Mrs. Sexton contributed to the wild flower display were said to have been picked at Jack London's home. Mrs. Sexton picked the flowers on the Seventeen Mile Drive at Montery.

Don't forget the following dates:

May 5—Visit to Aquarium.
May 15—Theater Party and Fashion Show at Emporium.
May 28—Dinner at Richmond.
June—Monster Card Party.

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VOL. 2 | May 9, 1925 | No. 18

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, MAY 12, 1925, at 12:15 P. M.

Speaker: Mr. Otis F. Shepard, art director, Foster & Kleiser.

Subject: "Commercial Art in Business."

Music: Violin solo by Miss Edna Ballser, accompanied by Miss Anita Ballser.

Chairman of the Day. Mrs. Estelle V. Walker.

Advertising has a universal appeal, so whether you are in that business yourself or are simply one of the great consuming public, you will be interested in hearing Mr. Shepard discuss commercial designing and seeing him show by freehand drawing how it is done.

SUGGESTIONS FOR A CONSTRUCTIVE PROGRAM

By Lillian M. Wendemuth

PART II

In the great corporation by which I was employed, I had seen, in a period of seven years, office boys graduate to clerks and to heads of their own divisions, dictating letters to stenographers who had been some years on the job. While I myself had had the good fortune (nothing more) to fall into a position where I was not only allowed but expected to write letters which I could take care of and present for my chief's signature, it was of no material advantage to me. The company wanted its women folks to be satisfied as stenographers and secretaries; when my correspondence work got too heavy I always had the privilege of breaking in a man at a much higher salary to take over the important part of the work.

Well, I have always felt that the contact I had had in the old New York League, and that series of conferences and meetings at which opportunity was given to size up both one's own abilities and those of others, had much to do with my breaking away from the old field for a new one. They had much to do, I may say, with whatever success has followed, and whatever may come. In other words, I may lay to them at least part of the credit for the fact that when I reach fifty, I shall not be putting aside my typewriter, taking my pittance of a pension, and starting out to look for another job, unprepared for anything that a girl out of school could not do as well—the kind of future my old companions who are still tapping, tapping, are looking forward to.

Now, fellow club members, I have told this personal story because it is one I know best. Many of you have heard me say that I wish our club could and would do something concrete for women in business—especially for the younger women who may be influenced as I was ten years ago. The suggestions seek to give an idea as to *how* we could do it. It would be a REAL program of progressive, constructive work in line with what a Business and Professional Women's Club may well be expected to do. To my mind, work of this kind, including the further objective of increasing the opportunities of women in outstanding positions and raising salary levels, is important enough to transcend every other club activity.

The opinions of other members on this matter would be valuable to us all.

"Wha' brand o'bacca are ye smokin' Jock?"
"I didna ask him!"

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THEATER PARTY BULLETINS

Have you seen Lillian Palmer as a New England servant girl?

Come and watch Ethel Maxwell drop the dinner plates.

Can you imagine Belle McDonald as a nervous aunt?

Don't miss Lilian Elias as a distracted hostess.

How fast can Clotilde Grunsky talk?

Watch Ethel Jones have hysterics.

Come to the Dramatic Evening, Emporium Theater, Jesse Street entrance, Friday evening. May 15th at 8 P. M. Tickets 50c at Club Rooms.

It is rumored that the Prince of Wales will be present

CLUB NOTES

By Estelle V. Walker

At our Dramatic Evening at the Emporium on May 15 we are going to sell candy. This time we are planning on making the candy at the club rooms although candy made at home would be acceptable just the same. We want donations of all materials used in candy making, except sugar, and we want several members to help make it. Please get in touch with Miss Dumas for particulars. Her phone is Sutter 6893. We need lots of candy as you all remember how fast it went at the Alcazar theater party. Lillian Elias, in charge of finances, reports that royalties have been paid to the authors of the plays; the countless business details are being ably taken care of by Mrs. Wise and Johanna Heim; the actresses are rehearsing strenuously; "Props," in this case Alice Jones, is rapidly becoming gray in her efforts to provide all the properties needed in the three plays; good music has been arranged for, and, all in all, the signs indicate a highly successful affair. If you haven't bought your ticket yet, see Mrs. Wise or one of the captains.

We are glad to welcome Frances L. Ipsen at the last meeting. We haven't seen her for over a year, and we hope from now on she will come often as she used to do.

Ethel Stewart visited the Petrified Forest over the week-end and had a most interesting time.

Eleanor Robson is now located at the Plaza Hotel as public stenographer.

Mae Cummings went on a combined business and pleasure trip over the week-end to Monterey and she hated to come back. Incidentally, she bobbed her hair just before starting and decided to get used to the change before appearing before her friends.

The Northern District of the State Federation of Business & Professional Women's Clubs is going to hold a two or three-day convention at Eureka over the 30th of May. As this is a holiday coming on Saturday, you can leave Friday night and come back Sunday night. Full particulars as to time of going and coming, accommodations, cost, etc., will be in the next issue of The Business Woman. We hope to have one or two trains of our own to take the delegation up there and we trust a lot of our members will take

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advantage of the opportunity. Eureka is planning to give us a fine time.

On May 2 thirty-seven clubs comprising the Southern District of the State Federation, gave the first big dinner in the new Los Angeles Women's Athletic Club. This building has been completed recently at a cost of over $1,000,000 and, although the membership is open to all women, the business women were the ones to start it and do most of it. The only person outside of the district to attend this dinner was our Z. Clements as State President.

Have you got in touch with Cornelia Farrell about the prize you are going to give for our card party? Remember, that is next month.

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TWO PLEASANT MEETINGS

The contributions to the subject of "Women in Business" made by Mr. Barry in his own delightful style at the luncheon meeting of April 28 brought forth alternate chuckles of amusement and nods of grateful agreement. Between Mr. Barry's stenographer, who was not present, and Mr. Barry himself, the club enjoyed a most delightful program.

It would afford an interesting statistic to record the number of our club members who have visited foreign countries during the past twelve months. It would be still more interesting, if our meeting of the 21st is a sample, to have them all tell the club of their adventures. From Miss Kelly's charming introduction, to the advice of shopping in Paris from Miss Farrell and the Scottish wanderings of Mrs. Perego, the evening was one of the pleasantest and most successful we have had. Mr. Robertson of the Scotch bur-r and the fine voice and Mr. McKenzie in Scotch plaidies with the pipes were a joy to hear.

Don't forget the following dates:

May 15—Theater Party and Fashion Show at Emporium.

May 28—Dinner at Richmond.

June—Monster Card Party.

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The Business Woman

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VOL. 2 May 16, 1925 No. 19

Weekly *Program*

DINNER

Price One Dollar

TUESDAY, MAY 19, 1925 at 6:15 P. M.

Speaker: Mervyn D. Silberstein, representing Rainier Park Company.
Subject: "A Trip to Alaska via the Inside Passage, Including Ranier National Park."
Music: Solos and duets by Mrs. Marie Nolan and Ruhl C. Cook.
Chairman of the Day: Mrs. W. B. Kohlwey.

Mr. Silberstein's lecture will be illustrated with views taken on the trip to Alaska from Vancouver through the Wrangel Narrows to Skagway, passing the Taku Glacier, over the White Pass, formerly the old Klondyke Trail of 1898, to Lake Bennett and thence into the Taggish and Atlin Lake region. Special musical program in observance of Music Week.

THE MOST EXCITING BOOK

We have just been reading what we honestly believe is the most fascinating book in the world. It is, we must confess, very much in the vein of this modern realism, because it is written in a terse, staccato, and even abrupt style, although always well balanced. The general effect, we admit, is depressing, though that may be only our own personal reaction, because the plot is one with which we are intimately familiar. Every now and then the action rises to a climax when we think it is going to end happily after all; but then something always occurs to sadden us. Occasionally it gives us moments of gruesome suspense, followed by flashes of temporary optimism. The general technique is that the grieving Russian prose writers, for the total effect is gloomy and grim. The critics have had nothing to say about this book, but for us it has cumulating interest.

We find we forgot to mention the title of the above volume, which is issued in very handy format, bound in limp brown leather. We mean, of course, our bank book.—Christopher Morley, in "'The Powder of Sympathy." Reprinted by courtesy of Mr. Morley and his publishers, Messrs. Doubleday, Page & Company.

—Spotlights on Commercial Education
(Contributed by Harriet M. Sweesy)

CLEARNESS

I have loved clearness—Sea-tide over shoal;
Sky before sun-rise, purer than its star;
Green light of fern; a spring's steep silvery bowl;
Blue halo of a candle flame; the far
White emptiness round midnight moons—
All these
I have loved, hoarding. And clear simple minds;
Children with thoughts they do not know are dreams;
Men with straight eyes that no bad shadow blinds;
Women whose laughter has no barb—it seems
Such are most precious of Life's largesses.
Only the blurred and tangled things I fear
O Death, I shall not care how strange you seem

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May 26—Dinner at Richmond.

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A FISHING TRIP

The fish at the Aquarium in Golden Gate Park may have been asleep when the delegation from the club first invaded their slumbers Tuesday evening, May 5, but when the bullfrogs, after one look at the visitors, raised the hue and cry, slumber fled. After seeing the weather-prophet fish and the fish that builds a nest and the fish that dotes on mosquito larvae and countless other interesting members of the finny tribe, those in the party are prepared to believe any kind of fish story. The club is much indebted to Mr. Grunsky and to Mr. Seal, Superintendent of the Aquarium, who conducted the visitors on their trip of inspection.

CLUB NOTES
(By Estelle V. Walker)

All aboard for Richmond! Are you going? Richmond is only across the bay, and the Richmond club has invited us over to dinner on Tuesday evening, May 26, which will be the first joint dinner with them. Let's get up a big crowd so our own Marie Jensen will be as proud of her San Francisco club as she is of her Richmond club. Phone your reservations to Miss Holdren at the club.

Grayce Redman is enjoying her vacation by autoing through the Northwest. She expects to be gone about two weeks.

Marie Burtchaell, industrial engineer, has been in Portland for the past four months and expects to be there for three months more. We will be glad to see her back again.

Do you read the advertisements in our paper and patronize the advertisers? Whenever you go to any of the shops who have advertised with us be sure to mention you saw their ad in The Business Woman. It helps all round.

Sunday, May 17, has been set aside as Business and Professional Women's Day at

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Two small week-end houses, partially furnished gas, water, electricity, in scenic wooded lot on Corte Madera Hill, 10 minutes from station. Inquire Sundays. Mrs. L. B. Morris, Corte Madera 29-M.

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the Demonstration Home, 330 San Leandro Way, San Francisco. This is part of the National Better Homes Week and is something in which we all are interested. Our members will be hostesses that day, and it is hoped that many of our members will go out to see the home. It will be open from 2 to 10 every day this week.

Now for Eureka. We are leaving by Northwestern Pacific Friday, May 29, at 8:15. Our headquarters will be the Eureka Inn, where you can obtain accommodations at a very reasonable price. There will be a banquet Saturday evening, May 30, price $1.75. On the return trip you have your choice of two trips. You can leave Sunday morning and have the ride through the redwoods by daylight or you can leave Sunday night and arrive in San Francisco Monday moning in time for work. The railroad fare is $16.00 round trip upper berth $3.75, lower $3 one way. Miss Clements would like to have a big showing from San Francisco so we can have a car or two of our own. Please phone your reservations to Miss Holdren at the club.

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For many months is has been our great desire to present to the trade and public the most beautiful line—at the comparatively reasonable price range of $5.00 to $25.00.

Now our hopes have come true and we offer the most comprehensive line of corsets girdles and corselettes.

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POETRY FOR YOUR BOOK SHELF

Seldom does a book of poetry by. a single author satisfy more than a passing mood. Perhaps it is a personal prejudice, but the writer has always preferred anthologies of verse to dipping into one poet's personality too steadily at a stretch. As a rule the adventure becomes an exploration of a style or of a philosphy rather than an appreciation of the poetry itself. One of the happy exceptions to this prejudice is the little volume of verse by Fannie Stearns Davis which has been published during the past few months under the title, "The Ancient Beautiful Things." Many of the poems center about the idea of home, but although it is the book of a woman's heart, its appeal is more universal than that. Its style is sure and clear, with a delicate sense of the beauiful. Something of her own love for these things is expressed in "Clearness" one of the most interesting verses of the collection, which is printed elsewhere in this issue.

—Clotilde Grunsky

If you haven't bought your ticket for the Dramatic Evening at The Emporium, Friday evening, May 15, come anyway and pay at the door.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 MAY 23, 1925 No. 20

Weekly Program

LUNCHEON

Price 75 Cents

TUESDAY, MAY 26, 1925, at 12:15 P. M.

Speaker: Ray U. Brouillet, Sales Manager, Star Motor Car Company.

Subject: "Mental Attitude" or "Organizing Yourself."

One's mental attitude has a good deal to do with determining whether the color scheme of the world shall be rose and gold or decidedly jaundiced in hue. Mr. Brouillet is a well known speaker who is accredited with being well informed, forceful, enthusiastic and humerous, with an optimistic outlook on life in general and business in particular. His mental attitude must be an interesting one. Come and hear what he has to say on the subject.

A SHINING EXAMPLE OF CO-OPERATION

The dramatic evening has become a memory. For the benefit of those who perhaps have been away or are not in close touch with club affairs, let me explain that under the auspices of the Dramatic Section of the club a program was presented at the Emporium Auditorium, May 15. The three one-act plays presented with their casts, follow: "Where But in America?" by Oscar M. Wolff—Clotilde Grunsky, Ethel L. Maxwell, Gisele Burton; "The Rescue," by Rita Creighton Smith —Belle McDonald, Lillian Palmer, Ethel Jones; "Fourteen," by Alice Gerstenberg—Lilian Elias, Inez DuGuid, Florence C. Attridge. A fashion show featuring a bridal party, and excellent music by the California Trio completed the program.

Judging from the many compliments and congratulations received by the Section, individually and collectively, the affair was a success from the entertainment point of view. The finance committee of the Section has not quite completed its accounting. It is expected the net amount made will be announced at the next club meeting, but in the meantime it may be said that quite a substantial sum will be turned into the treasury.

These things of course make the members of the Section very happy, but the outstanding feature of the whole affair is the splendid spirit of co-operation and teamwork that was manifested on every side.

To begin with, consider the generosity of The Emporium. For the use of the auditorium alone we should have felt deeply indebted, but not content with that, The Emporium furnished the lights, saw that the chairs were arranged, provided all the furniture that was needed in the way of stage settings, furnished the silver and china for the tables, and then insisted, after the performance, when members of the Section began frantically to try to put things to rights, that everything be left for The Emporium's corps of workers. In addition, at the suggestion of the Section, The Emporium staged the fashion show and supplied four of its young women employees to take part. At all times The Emporium acted with the greatest courtesy and consideration and proved that it is not only a great mercantile establishment but a civic institution, a willing participant in the affairs of the city.

The Section has been complimented upon the brief intermissions, and for this our grateful thanks are due Messrs. Grunsky, Taylor, Long, Horstkotter and Jones, who expeditiously helped arrange stage settings. Our sincere appreciation also goes out to Mrs. Byron McDonald who offered to sing for us, and to Miss Cotton who graciously substituted when Mrs. McDonald was suddenly taken ill.

To all the willing workers within the club

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San Francisco *Telephone, Kearny* 3416
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we can only say, "thank you," but we say it very sincerely and gratefully—to Miss Dumas and her faithful helpers, who made, wrapped and sold the candy; to Miss Bachich, Mrs. Sweesy, Miss Sexton, Martha Ann and Betty Lou Taylor, and all the other members of the bridal party; to Miss Reed, who helped with the arrangements as to printing tickets and programs; to Miss Emily Williams, for her splendid services as coach and prompter; to the team captains who so energetically sold tickets; to the ticket takers; and to the club members and their friends who came and encouraged us by their applause and laughter. There are two women to whom is due much credit that the affair ran so smoothly—Miss Johanna Heim and Mrs. Gertrude Wise, who not only attended to the countless business details incident to such an undertaking but found tiime to attend rehearsals and make helpful suggestions. In addition, Mrs. Wise lent two of her frocks, one that she had never even worn herself! Feminine generosity could go no further!

As to the members of the casts—after a series of strenuous rehearsals, they are still speaking to one another!

Ethel Jones,
Chairman Dramatic Section.

Don't—spend your time
Wondering why a black hen
Lays a white egg:
GET THE EGG!
(Contributed by Grayce Redman)

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CLUB NOTES

By Estelle V. Walker

Have you seen the June issue of Sunset? If not, purchase one and read about our own Margaret Mary Morgan and see her pleasing countenance on paper.

Mrs. Stella Hoge has just returned from a business trip to Aetna Springs.

Otis Shepard, the speaker at our last luncheon, complimented us on the good taste shown in the decorations and furnishings of our rooms. Inasmuch as Mr. Shepard is director of the art department of Foster & Kleiser Company, we may feel justly proud of the compliment.

Mrs. Withers of P. G. and E. fame was up in the Bret Harte country last week chasing the bandits, Tanko and Hall. She said the natives up there are all raising beards for a pageant they are going to give and everyone was out in a machine hunting for the men. They all changed the machines they were in so often that no one knew who were the bandits and who were the natives.

Now for a very important item. The charter membership of The Women's Building is still open at $100 for a life membership. This can be paid in installments to suit yourself from $5 a month up. Remember, this building is going to be our future home, and it is to your advantage to have a membership in order to partake of all the opportunities and advantages offered by the building. For instance, you wish to take a guest up there for luncheon—if you are not a member, you cannot do it. Your membership in our club entitles you to the use of *our* clubroom but nothing more. Let's make our club 100 per cent members for life.

We were glad to welcome Miss Mary Kellogg of Minneapolis at the club last week. Miss Kellogg is a sister of Dr. Vernon Kellogg, formerly a prominent professor at Stanford and now located in Washington, D. C. She is on her way home from the Philippines.

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LAST MEETINGS OF THE SEASON

Thursday, May 28, 1925

Afternoon Program, 2:30 o'clock
"Music in the Home"
Address by Gaetano Merola
Director San Francisco Opera Association

Evening Program, 8:00 o'clock
"The Tea Room as a Business Venture"
Address by Miss Helen M. Wells
Manager Francisca Club

"Grief in a Gift Shop"
Address by Miss Lillian Palmer

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Mrs. Emily Muller of Hamburg, Germany, has just reached San Francisco by way of Venezuela. She also visited us last week and stated that if she could find something to do in her line she would like to remain in San Francisco and be one of us.

By the way, our luncheon started promptly at 12:30 last week. We were unexpectedly entertained at our luncheon by Laurence C. Jones and his Cotton Blossom Singers from Piney Woods, Mississippi. They are touring the country in the interests of the "Piney Woods Country Life School."

HAVE YOU BOUGHT A BOND IN THE WOMEN'S BUILDING? The sooner these bonds are sold, the sooner we will have a new home to move into. Clothilda Gabriele is handling the sale of bonds for our club.

Please get in touch with her at the Associated Charities. $100 bonds bearing 6 per cent interest.

Did you ever see anything like it for fifty cents? We surely are proud of our Dramatic Section. After last Friday night I expect the Dramatic Section to grow so rapidly that the meetings will have to be held in the club rooms.

Don't forget the following dates:
May 26—Dinner at Richmond
June 30—Monster Card Party

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 MAY 30, 1925 No. 21

Weekly B&P WC *Program*

DINNER

Price One Dollar

TUESDAY, JUNE 2, 1925, at 6:15 P. M.

BUSINESS MEETING

Everyone likes to make plans. Sometimes those plans turn out to be only foundations for Castilian castles; more often they serve as bases for more substantial edifices. But whatever the result, it is pleasant to make them. Plans are made and discussed at business meetings. Come and take part. An added inducement to attend this meeting is offered in the form of an invitation to visit the Chronicle's new plant. The meeting will be adjourned in time to allow those wishing to make the inspection trip to be at the Chronicle Building, Fifth and Mission Streets, at 8 P. M.

A VOICE FROM THE AUDIENCE

Didja listen to that modest Dramatic Section of ours in our last week's issue? Thanked everyone who even looked at them kindly and did not even mention themselves except by name! Such a performance as they put on should not go without due tribute. We forget when we freely associate with our friends how clever they are, how charming and how really beautiful. It takes some such event as they staged to remind us of their worth; and they certainly did that, for, what they gave us, while it did not surprise, surpassed our highest expectations.

We always expect Clotilde Grunsky to be clever and she never disappoints us. As Mrs. Espenhayne she held our interest and took us right along with her in her efforts to retain her cook and move her household goods at the same. Ethel Maxwell as Mr. Espenhayne was just the right kind of a man for the part and Gisele Berton was the true Hilda, the maid. "Where but in America?" was, all in all, a short story, enjoyable and charming.

Belle McDonald was palpably so feeble an old lady that the question was asked right and left, "Is she really as old as that?" What greater praise could one get? Lillian Palmer is always greeted with roars of laughter whenever she appears, and as Kate the housekeeper, she was great—as unemotional as only New Englanders are supposed to be; talking through her nose and portraying her character in such a way as to lighten up what would otherwise have been a sad play, though an enjoyable one at that. Ethel Jones—the dependable Ethel Jones—who ever could imagine her having hysterics! But she had them, and had them realistically too—she carried the audience right along with her in her difficult part just as though she were really Anna, the niece. "The Rescue" was thoroughly enjoyable and ended happily, so all were satified.

Lilian Elias was remarkable as the distracted hostess, Mrs. Pringle in "Fourteen" and even though applause interrupted her several times she never once lost her lines nor stepped out of her character. Inez DuGuid was a chaming Elaine, the daughter, and acted just as if she were really sixteen—maybe she has had experience at being just that. Florence Attridge as Dunham, the maid, was kept busy setting and resetting the table and sustained her part throughout the entire play even to the curtain call when she curtesied properly as a maid should. "Fourteen" was well chosen for the closing act, as it left us with happy feelings. In fact, the entire entertainment was so well presented that it might be considered a professional affair instead of amateur as advertised. It began on time and there was not the slightest hitch throughout the entire

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evening. The music came in just right and the fashion show, as might be expected, was a welcome event. It was wonderful and all given by that modest Dramatic Section of ours.

—Ida M. Reed

CLUB NOTES
By Estelle V. Walker

We are sorry to learn that while Miss A. V. Bowyer, agency secretary, California State Life Insurance Company, was getting ready to attend the Dramatic Party at the Emporium a week ago she broke her ankle and will be laid up for some time. Miss Bowyer's home is 1267 Filbert Street and her telephone Graystone 6627. Those of you who can should go out to see her or call her up and keep her posted as to what is going on.

Helen Wright of the Industrial Association has accepted a fine position in Los Angeles and from now on will be an associate member of this club. We wish her much happiness and success in her new position and home.

Catherine Goff left this week for her home in Youngstown, Ohio. She expects to stay there all summer but will return to us in the fall.

Mrs. Withers of the P. G. and E. is enjoying her vacation at Galt.

During the past two weeks we have had many out-of-town visitors. Eva Hunt Dockery district legislative chairman National Federation Business and Professional Women's Clubs, Boise, Idaho, dropped into the club last week. Other visitors included Helen G. Fisk, president of the Pasadena Business and Professional Women's Club; Anna D. Duffy, president Northern District California Federation Business and Professional Women's Clubs, Sacramento; May Pettingill, president of the Eureka Club.

Josephine V. Endert, recording secretary of the State Federation, Adeline Coyle, president of the San Jose Club, and Miss Manning, editor of The Spokeswoman all of San Jose, were in town to discuss the preliminary plans for the State Convention. This year the convention is to be held in San Jose immediately following the Diamond

Wanted—Prizes for monster card party on June 30th.

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Jubilee here in San Francisco. The Jubilee ends September 9th, and the convention starts in San Jose the morning of the 10th for three days. Those who are making plans for their vacation should take these dates down for consideration—September 10th 11th and 12th San Jose.

Congratulations are due Mae J. Shannon for her recent promotion into the ranks of the ground floor workers of the Western National Life Insurance Company. This company recently has opened an office in the Ray Building, 1924 Broadway, Oakland, where it will conduct a general life insurance business.

Another near-tragedy happened the evening of our Dramatic Party. Mrs. Stella Hoge was knocked down by a jitney but she fortunately was not hurt—only had an uncomfortable experience. Congratulations on her narrow escape.

It has been suggested that each member give as a prize to the card party something from her own business. For instance. Miss Farrel can give a can of coffee; Miss Clements, some salt; Dr. Hamilton, osteopathic treatments, Yours Truly, a subscription to The Delineator, etc. If every member gives something, we will soon have the 100 prizes. Remember, 100 prizes, 100 tables, Club Rooms, June 30.

Miss Ward of the Portland, Oregon, Business & Professional Women's Club, has visited us several times, and we are hoping to see her often in the future as she is now located down here in business. It's up to us to help her like California so well that she will stay here and be one of us.

Our president received an interesting letter from Mae G. Scharlin, one of our former active members. She is now located in Chicago in the real estate business and expects to remain there two years.

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AROUND THE READING LAMP

Not so new, but if you have not read them as yet, keep them in mind for your summer vacation:

"The Little French Girl," by Anne Douglas Sedgwick, a splendid and well written story.

"The White Monkey," by Galsworthy, to me even more worth while than "The Forsyte Saga," lighter and more sparkling.

"The Old Maid," by Edith Wharton, one of the four New York sketches recently published in a uniform binding. Mrs. Wharton at her brilliant best.

"In a Shantung Garden," by Louise Jordan Miln, and

"The Soul of China," by the same author.

"In a Shantung Garden" is Mrs. Miln's usual inter-racial problem, a young American falling in love with a artistocratic and well-born Chinese girl. This author's books have what I suppose, for lack of a more descriptive word, we must call atmosphere, but present fanciful and exaggerated pictures of an untrue and wholly story-book China. This story is melodramatic, poorly constructed and written in execrable Engish.

"The Soul of China," short stories, some of them not so objectionable as her previous book.

Ethel Maxwell.

Don't forget the following dates.

June 30—Monster Card Party.

September 10th, 11th, and 12th—State Convention, San Jose.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JUNE 6, 1925 No. 22

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, JUNE 9, 1925, at 12:15 P. M.

Speaker: Dr. George A. Smithson, Associate Professor of English, University of California.

Subject: "The Opportunities Offered by the Extension Division."

Many of us know that the University of California maintains an Extension Division; some of us have taken Extension Division courses. Few of us, however, are in sufficiently close touch with it to know the scope of its work or realize the advantages it offers. Come and listen to Dr. Smithson. Perhaps you will hear Opportunity knocking.

Chairman of the Day: Ida M. Reed.

LESS DISHONESTY FOUND AMONG WOMEN

There is proportionately more honesty among women in positions of trust than among men similarly situated, says W. W. Symington, vice-president of the United States Fidelity & Guaranty. He bases his conclusion on more than 20 years of experience as a fidelity underwriter.

Underpayment plays some part in the history of dishonesty, but not as much as would be supposed. Liquor and the pleasures of the cabaret are incidentals and not basic factors. . . . . .

"A questionnaire was sent to 38 of our claim offices, located from Canada to the Gulf and from the Atlantic to the Pacific. Practically every one told the same story—few instances of dishonesty among women. From the Cleveland office comes the statement that there was only one dishonest woman in 400 cases of dishonesty; that often a woman might be the cause of embezzlement by a man, but was not guilty of the embezzlement itself. From Denver came the comment that if there were as many women as men in positions of trust, the facts might tell a different story.

"This from the Indianapolis office: 'The number of men in positions of trust so greatly exceeds the number of women that we do not feel that an opinion based on our observation is worth much. Generally speaking, we believe the standard of honesty lower or, at least, less acute in women than in men.'

"And this from the San Francisco office: 'There is a greater tendency to peculation among men, but when a woman commits theft she is no piker. A 21-year old girl whom we bonded stole $18,000. She was covered for $5,000.' According to the Dallas office, when a female defaulter is caught she is usually sincerely repentant and feels the disgrace more keenly than the male, who becomes defiant.

"From New York comes this statement: 'More dishonesty exists among men, allowing for the larger number of males employed. The natural timidity of the female sex, the fear of being caught, and other physical deterrents, tend to produce this result. Then, too, women usually have fewer expenses, no family to support and, while a man's gay life is expensive, in a woman's case somebody else is usually footing the bill.'"

—The National Underwriter.

(Contributed by A. V. Bowyer)

SECTION NEWS

On Thursday evening, May 21, members of the Dramatic Section held a delightfully informal meeting at the residence of Miss Clotilde Grunsky. The gathering served as a pleasant closing of the season's sessions, as no further meetings will be held until after the summer months. After the presentation of several impromptu "comedies,"

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refreshments were served. The party was a merry one and was voted a fitting close to a series of interesting and profitable meetings. During the course of the evening, Mrs. Wise reported a net return of $282.05 from the Dramatic Evening given at The Emporium May 15. Among those present were: Misses Clotilde Grunsky, Gisele Berton, Belle McDonald, Ethel Jones, Lilian Elias, Florence Attridge, Johanna Heim and Oristella Taber, and Mesdames Maxell, DuGuid and Wise.

The Glee Club also has discontinued its meetings for the summer months, but the Dancing Section has added to its members and expects to continue throughout the summer.

CLUB NOTES
By Estelle V. Walker

Inez DuGuid is spending a couple of weeks in Yosemite Valley with her family.

Viola Hawke of Patrick's is vacationing at Fresno. She expects to spend her time fishing and ought to have some good fish stories to tell when she returns.

Mrs. M. M. Bishop has chosen Los Angeles to spend her vacation in. Will be gone about two weeks.

Mrs. Gabrielle is having a good rest at Dos Rios. We hope to see more of her when she returns.

The latest report of our committee on selling bonds and memberships in The Woman's Building was given to me by Mrs. Gabrielle, the Chairman. We have sold so far $2,000 worth. Isn't that great? It's not too late yet to join and make the sum larger if you have not already done so.

Will someone please tell us why Marie Jensen is "Mrs." in San Francisco and "Miss" in Richmond? Watch the next issue for the story of the Richmond visit.

The Club is invited to a joint dinner with the Stockton Business & Professional Women's Club at Stockton on Saturday, Jhne 6th. It is pretty late now to make plans but if you can possibly go, phone the club or Dr. Hamilton and find out the particulars.

The trip to Eureka for the meeting of the Northern District of the State Federation has been postponed to a later date.

Wanted—Prizes for monster card party on June 30th.

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In planning your vacation don't forget that the annual convention of the State Federation will be in San Jose on September 10th, 11th and 12th.

The Card Party committee is working hard to live up to their promise of a MONSTER CARD PARTY. A lot of prizes have been received but we need still more. Anna S. Hunt has given us some lingerie bows and vanity cases; Mrs. Stacey Meade, a case of soda pop; Dr. Hamilton, two pair men's socks, two jars of jelly and $5.00 credit in osteopathic treatments. There are lots more but we want 100. You have just three more weeks in which to send in your prize and sell your tickets for the merchandise order. DO IT NOW.

THE BLUE WILLOW

A number of club members have visited the Blue Willow at 305 Grant Avenue, near Sutter Sreet, and have brought back enthusiastic reports. The next time you are looking for that "new place to eat," try the Blue Willow.

OUR ADVERTISERS

Do you read the advertisements in The Business Woman carefully? Better do it; you may be overlooking some opportunities. If you will scan the paper you will see that you may be properly groomed, properly clothed, properly shod, properly fed, have your banking, insurance and printing attended to—even have your photograph taken to show the result of all this care and attention—by the advertisers in The Business Woman. And—item of importance to the careful business woman—all at reasonable rates. The next time you are going shopping, take a copy of The Business Woman with you and visit the stores advertiised in it.

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CLUB PROGRAMS

Those club members who have not been attending program meetings have missed hearing some especially good speakers. Mr. Otis F. Shepard, of Foster & Kleiser, who spoke on "Commercial Art in Business," was tremendously interested in his subject, and consequently gave one of the best talks ever presented at the club. The pictures of Alaska and of Ranier Park shown by Mr. Mervyn D. Silberstein, of the Ranier Park Company, were very beautiful, and the fact that the speaker thoroughly knew his subject made the travelogue most enjoyable. Mr. Ray W. Brouillet, choosing as his subject, "Mental Attitude," gave a brisk talk on optimism and kindliness that contained many suggestions helpful in making the world run more smoothly. The program committee has taken special pains to provide music at each meeting, with the result that some exceptionally good musical numbers have been rendered.

"A pessimist is one who sees calamity in every opportunity while an optimist sees an opportunity in every calamity."

"A kiss is an electric discharge from a four-lipped battery."

"In the corporation of Nature, the Sun is president, Earth, Air, Fire and Water the directors, Life the dividend, and Man the shareholder."

Don't forget the following dates.

June 30—Monster Card Party.

September 10th, 11th, and 12th—State Convention, San Jose.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JUNE 13, 1925 No. 23

Weekly B&P WC *Program*

DINNER

Price One Dollar

TUESDAY, JUNE 16, 1925, at 6:15 P. M.

Speakers: Miss R. M. McKee, Assistant Secretary, Midwest Public Utilities Company, Chicago, and National Chairman, Women's Public Relations Committee, National Electric Light Association.
Miss J. Frances Emans, Southern California Edison Company, Los Angeles, and Chairman of the Women's Public Relations Committee, Pacific Coast Electrical Association.

Subject: "Taking Women Into Partnership."

The National Electric Light Association will hold its annual convention this year in San Francisco, June 15-19, and this makes it possible for club members to have the opportunity to hear two women, prominent in the electrical industry, speak on a subject of which they have intimate knowledge. Women with official positions in power company organizations all over the United States will be in town, and many of them will be present at the club meeting.

Mrs. Parker Maddux, one of the four delegates from the United States to the Institute of Pacific Relations Convention at Honolulu, will speak briefly on her mission.

Music: Miss Florence Berbert, soprano soloist, recently of New York.

With such a splendid program, a record attendance is expected. Please make your reservations early.

Chairman of the Day: Miss Clotilde Grunsky.

HAIL! RICHMOND, HAIL!

One of the nicest affairs the club has enjoyed this year was our trip to Richmond on May 26. Twenty-five of us left San Francisco on the 5:15 Richmond automobile ferry. Marie Jensen, well remembered as a former hustling member of our own club, met us at the dock in Richmond with seven closed cars, and we were taken for a ride around the city.

Dinner was served in the First Christian Church.

I can't help saying something about the decorations. The club colors are black and yellow, and the room was aglow with marigolds in baskets made of black straw hats. At each plate was a place card in black and gold, each one different and depicting millinery styles and facial expressions. The Club appointed Edna Loher (Richmond's only milliner) in charge of decorations, and she certainly deserves lots of credit for her accomplishments. The dinner was started by singing America. Following this Mrs. Irma Randolph, soloist, gave two delightful selections, especially "Rosalie" with her three lovers. Dr. Rose C. Powell, the president, gave a report of the work of the past four months. The club was formed in January with twenty-five members, fifteen of whom have joined the Chamber of Commerce. The club joined the State Federation in March; has a glee club and a gym class, which meets every Wednesday evening; has joined the Presidents' Club, which is composed of the presidents of the different service clubs in this city; attended the East Bay Community Dinner in Oakland and brought the silver cup home to Richmond; is arranging for a class in Spanish; took part in the exercises attending the commencement of the ferry service with San Francisco; "Our Marie" opened the baseball season in Richmond by unfurling the flag at the ball grounds; and many more things which we can envy. Dr. Hamilton was called on for a few remarks; she presented the club with a bunch of gladiolas and told how happy we were to be there. Then Gladys Banner entertained us with a couple of monologues. The next speaker was Mae B. Wilkin, who gave a very inspiring talk on financing a clubhouse. She said many worthwhile things, and I wish I could put them all down. Mrs. Rose Lyons sang two or three songs, two of them in Spanish, and she was perfectly charming. As this was the annual meeting of the club, permanent officers were elected. These were the same ones who have been serving temporarily during the past four months so evidently they have been doing their work well. Z. Clements, as president of the State Federation, made a few remarks and then installed the officers. She spoke on

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the responsibility of leadership and success. The meeting closed with the singing of their own song, "Hail! Richmond, Hail!"

I think "service" must be the keynote of their club, because they not only met us with machines but took us back to the train, too, and one lady was kind enough to take three of us to our homes in Oakland. All I have to say is, "Watch Richmond Grow" with that "live bunch" of women behind it. Success to them.

—Estelle V. Walker.

SOME JOB!

Getting out a paper is no picnic.
If we print jokes, folks say we are silly.
If we don't, they say we are too serious.
If we publish original matter, they say we lack variety.
If we publish things from other papers, we are too lazy to write.
If we stay on the job, we ought to be out rustling news.
If we are rustling news, we are not attending to business in our own department.
If we don't print contributions, we don't show proper appreciation. If we do print them the paper is filled with junk.
Like as not some fellow will say we swiped this from another paper.
So we did ———

From the N.C.R. News.
(Contributed by Inez J. DuGuid)

CLUB NOTES
By Estelle V. Walker

A resolution was passed at our last meeting asking the Club to be the first one in the city to endorse Margaret Mary Morgan for re-election. You will duly be notified, and it is hoped everyone will attend the meeting at which this action will be taken.

A lot of our members took advantage of the week-end vacation over May 30 and left the city. Ethel Stewart had a fine trip to Eureka; Mrs. Neuenburg climbed Mt. St. Helena and got caught in the rain; Mrs. Sweesey and a group of girls enjoyed themselves at Mill Valley; Anna Mason was at Forest Knolls; Ethel Jones made a rush trip to Yosemite and hated to come back;

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Dr. Hamilton took her bathing suit with her to the Santa Cruz Mountains but didn't use it.

Mary Eagles is on her vacation and is enjoying Los Angeles.

A couple of weeks ago I reported that Mae Scharlin was in Chicago. I am very sorry to say that we have received word from Rochester, Minn., to the effect that she is very ill at the Mayo Bros.' clinic. A round-robin letter was sent to her last Tuesday from all members who attended the business meeting. We hope her illness is not serious and that we will hear from her soon.

We have had a couple of visitors at the Club this week from out of town. Miss Mary Kellogg of Minneapolis had luncheon with us and would like to locate some work so she can stay. Miss Alice Lawrence, a member of the National Federation of Business & Professional Women's Clubs, from Minot, North Dakota, also would like to stay with us if she can locate work.

If the prizes already received for the Card Party are samples of the rest to come you don't want to miss it. There are so many good things it will be hard to choose which one you want. There is a rumor of an Industrial Booth to be held that night if the members would be interested in one. Of course that would mean donations of jelly, cake, cookies, etc. What do you think about it? Phone Miss Holdren, Kearny 3416, and tell her your desire. In the meantime don't forget to send in *your* prize. Dr. Hamilton won the first box of candy for selling the most tickets on the $20 gift. She sold three books and has taken two more. How many have you sold?

On Sunday, June 14, there will be a quarterly meeting of the State Federation at

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Oakland, and all of you are invited to attend. Breakfast will be served at the Oakland Clubrooms on that date at 11 A. M. If you would like to go, phone your reservations to Miss Wilkin, Oakland 1470.

Have you any old clothes which you have discarded or outgrown? If so, please keep them a little longer.

On Saturday, June 20, there will be a meeting of the clubs in the northern district of the State Federation at Sacramento, and they have asked us to send as many delegates as possible. Each club will have five minutes to tell about the best thing it has done during the past year and it would be a good opportunity for us to get some ideas. Dinner will be served at the St. Francis Hotel, Tenth and I Streets, at 6:15 P. M. Can you go? Please phone Miss Holdren now as we must know by the 17th at the latest how many are going.

Aldeen Butler has just returned from a visit in the Northwest. She fell in love with Oregon and thinks she might like to live up there.

Under the leadership of "M. J. Schimpf, public stenographer," otherwise known as "Tilly the Toiler," twenty-five club members visited the printing plant of The Chronicle, Tuesday evening, June 2. Mr. C. E. Gilroy and his assistants made us quite welcome and extended every courtesy. We were escorted from cellar to attic and the mysterious workings of this prominent San Francisco daily were explained thoroughly.

Don't forget the following dates.

June 30—Monster Card Party.

September 10th, 11th, and 12th—State Convention, San Jose.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JUNE 20, 1925 No. 24

Weekly *Program*

B&P WC

LUNCHEON

Price 75 Cents

TUESDAY, JUNE 23, 1925, at 12:15 P. M.

Speaker: Dr. Louis I. Newman.

Subject: "Is Science the Enemy of Progress?"

We are extremely fortunate in having presented to us an opportunity to hear Dr. Newman, a man with a reputation for forceful eloquence, a leader of his people and prominent in public affairs, speak on a subject which just now is much under discussion. This promises to be one of our most worth-while "Topics of the Day" programs. Please make your reservations early.

Chairman of the Day: Miss Ida J. Lord.

EACH IN HIS OWN TONGUE

A fire-mist and a planet—
  A crystal and a cell—
A jelly-fish and a saurian,
  And caves where the cave-men dwell;
Then a sense of law and beauty,
  And a face turned from the clod—
Some call it Evolution,
  And others call it God.

A haze on the far horizon,
  The infinite, tender sky,
The ripe, rich tint of the cornfields,
  And the wild geese sailing high—
And all over upland and lowland
  The charm of the goldenrod—
Some of us call it Autumn,
  And others call it God.

Like tides on a crescent sea beach,
  When the moon is new and thin,
Into our hearts high yearnings
  Come welling and surging in—
Come from the mystic ocean,
  Whose rim no foot has trod—
Some of us call it Longing,
  And others call it God.

A picket frozen on duty—
  A mother starved for her brood—
Socrates drinking the hemlock,
  And Jesus on the rood;
And millions who, humble and nameless,
  The straight, hard pathway plod—
Some call it Consecration,
  And others call it God.

—*William Herbert Carruth.*

THE STOCKTON CLUB ENTERTAINS

The club members who went to visit the Stockton Club Saturday, June 6, were unanimous in their decision that the slogan of San Francisco might well be applied to Stockton, as surely "Stockton Knows How."

We arrived in Stockton about 4:30 p. m. and were met by Miss Josephine Hogan, our associate and former active member, who conducted us to the Stockton Hotel, where we made our headquarters. After registering, we visited the stores in Stockton. Later we were taken in autos by the Stockton Club to the College of the Pacific where an excellent dinner was served. The table was beautifully decorated and a corsage bouquet was provided for each member and guest. The hostess of the College of the Pacific and the members of the Stockton Club were charming in their reception of us and in their efforts to do everything possible to make our visit as pleasant as could be.

During the dinner we were entertained with several instrumental and vocal selections by students of the College of the Pacific.

Mrs. Barrett, president of the Stockton Club, extended a gracious welcome. Miss Anne Duffy, president of the Northern Division of the California Federation of Business and Professional Women's Clubs, spoke of the work being accomplished through the federation in her district. Miss Flaa, president of the Sacramento Club, was present and responded to Mrs. Barrett's introduction by extending greetings of the Sacramento Club to all present, inviting and urging all to come to Sacramento's party on Saturday, June 20. Miss Cornelia Farrell, representing

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the San Francisco Club, graciously conveyed the greetings of Dr. Hamilton and the San Francisco Club members, after which she gave a charming recital of her visit in Dublin, Ireland.

Miss Z. Clements, our celebrated member, was next introduced, although she did not seem to need any introduction to those present) and gave a splendid talk on the problems of women in business and the necessity of women working together and standing ready at all times to help each other.

After the banquet, we were conveyed back to the hotel in autos by the members. At ten o'clock next morning we assembled at the Court House, were taken in machines about 35 miles out of Stockton through beautiful country into Calaveras County where we picnicked on a lovely spot on the Calaveras River. A bounteous lunch was provided with coffee, ice cream and all the trimmings. After the picnic we were taken back to the hotel, then to the Stockton boat. One thing we discovered in Stockton was that our money was not any good—at least that is what the hotel manager told us when we tried to pay our bill. After a delightful return trip on the boat we arrived in San Francisco at 6 a. m. Monday.

Miss Hogan and most of the members of the Stockton Cub as well, are quite anxious to visit the San Francisco Club, and hope we will have a party on Saturday some time when they can get away more easily and visit us in greater numbers.

We certainly owe a lot to the Stockton Club for the generous and gracious hospitality shown, as they surely did everything they possibly could to make our visit an enjoyable one from beginning to end. Our only regret was that more of the San Francisco members did not avail themselves of the opportunity presented. I hope we can arrange a party for the Stockton Club soon.

—Mae G. Cummings.

Wife: So many bills, dear, I don't know where to begin.

Husband: Begin with the butcher. I have to pass his shop on the way to the Station every morning. —*Life.*

Wanted—Prizes for monster card party on June 30th.

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WHY THEY FAILED

Among recent schoolboy examination "howlers" we chose the following:

"Things which are equal to the same thing are equal to anything else."

"A grass widow is the wife of a dead vegetarian."

"Oceanica is that continent which contains no land."

"In India a man out of a cask may not marry a woman out of another cask."

"Parallel lines are the same distance all the way and do not meet unless you bend them."

"Gravitation is that which if there were none we should all fly away."

"Louis XVI was gelatined during French Revolution."

"Horse power is the distance one horse can carry a pound of water in an hour."

The Christian Evangelist.
(Contributed by Grayce Redman.)

CLUB NOTES
By Estelle V. Walker

Dr. Susan Harris Hamilton and Dr. Rose Vanderburg are taking part in the Fifth Annual Convention of the California Osteopathic Association, of which Dr. Hamilton is vice-president. The convention is being held at Santa Cruz this week.

Lilian Elias is having a wonderful trip to the Grand Canyon, stopping at Los Angeles on her return. Nan Lawrence and Miss MacMahan are enjoying themselves on a ranch up in Washington. O. Taber, chairman of our house committee, is spending her vacation at Yosemite.

Dr. Lillian Martin is leaving soon on a trip round the world.

We had the pleasure of having as our guest last week Mary Davis of the Pocatello, Idaho, club.

The Corse-Twin ?

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Carlie Inez Tomlinson is a candidate for the Thomas Jefferson Centennial Election which lasts from June 10 to 25. The purpose of this is to raise money enough to clear the property and preserve Monticello, the historic home of Thomas Jefferson in Virginia. Each candidate who raises $5,000 will get a trip to Europe. Miss Tomlinson is the candidate from our club and from the National League for Women's Service. $10 gives her 100 votes; $1 gives her 10 votes. Those who are interested should make their checks payable to the Thomas Jefferson Memorial Foundation, Inc.. and send to Miss Tomlinson at 424 California Street.

Last week Miss Daub won the box of candy for selling the largest number of merchandise order tickets. Can't you win the next one? We are fast reaching the 100-prize mark, having 85 on hand to date. There's only ten days left to send in yours. The tickets for the Card Party are now on sale and may be obtained at the club rooms. Admission is 50 cents each, and bridge, whist and Mah Jongg will be played.

The final report from our theatre party at the Emporium was presented at the business meeting, and I know you will be interested in the results. We cleared $282.05. Holly Todd won the $5 prize for selling the most tickets.

"Wha' brand o' bacca are ye smokin' Jock?"
"I didna ask him!"

Don't forget the following dates.

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San Francisco Business and Professional Women's Club

VOL. 2 JUNE 27, 1925 No. 25

Weekly *Program*

MONSTER CARD PARTY

Price 50 Cents

TUESDAY, JUNE 30, 1925, at 8:15 P. M.

Last call for the Monster Card Party! Buy your ticket and get in line! Everything has been prepared for your pleasure. You may play bridge, whist or Mah Jongg, or you may gossip with your neighbor. Splendid prizes have been provided, and delicious refreshments will be served. As an added incentive, there is that $20 merchandise order to whet your interest. Everyone is welcome, and whether you play or help, or take the role of "innocent bystander," you are assured of a good time. Come early and avoid the rush!

Note: No dinner will be served at the clubrooms on this evening.

THE CHILDREN'S BOOK SHOP MOVES

(In view of the new plans for the Children's Book Shop, we have asked Mrs. Powell to tell us something about the Shop and its work.—Editor's note.)

When the Children's Book Shop was but an aspiration, there formed around it those who believed in its purpose. Gradually there developed out of this belief a tangible small group who boosted for its establishment, with the result that in September, 1922, there was incorporated in the State of California a Children's Book Shop to be located at 474 Sutter Street, San Francisco. Immediately after the formal organization the first few adherents doubled and redoubled into a splendid host of friends who have given valiently to its development.

The Children's Book Shop is attempting to do a very definite thing in endeavoring to meet the book needs of the children of this vicinity just as conscientiously as a doctor or dietitian cares for the physical needs. It is not possible to carry all of the children's books published, nor would it be desirable, but titles of real worth and value are most carefully chosen. Those coming to The Children's Book Sho are conscious of an interested personal service in the selection of just the right book—the book that may stimulate a lagging interest in school work, such as history, natural science or English, or the book chosen for leisure reading, with all of its possibilities for character development. To the original purpose of guidance in reading for children, there has been added a department for adult readers—the best only in fiction, featuring travel, biography, history, with particular emphasis on special editions suitable for gift purposes.

On June 27, The Children's Book Shop will move to 480 Post Street in the new Medico-Dental Building, and will be known as the "The Post Street Book Shop, The Children's Book Shop."

The members of the Business and Professional Women's Club and their frends are more and more a valued part of the clientele of this shop.

Grace Sutton Powell.

THE CLUB OBSERVES ELECTRICAL WEEK

If you did not attend the dinner meeting of June 16, you missed one of the most inspiring and worth-while meetings the club has had in a long while. Co-operating with the other service organizations of the city in celebrating "Electrical Week" in honor of the National Electric Light Association, the Business and Professional Women's Club planned a special program and invited the women delegates to attend the meeting. Miss Ida J. Lord, who officiated in the absence of Dr. Hamilton, opened the meeting with a charming welcome to the visitors and introduced Miss Berbert, who sang three lovely songs, accompanied by Miss Cox. After announcements by Miss Farrell about the card party and by Miss Tomlinson relative to her candidacy for the Jefferson Centennial prize, Miss Lord presented Miss Clotilde Grunsky as chairman of the day. After a clever and witty speech

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in which she particularly welcomed our visitors from other sections of the country and had our "City Mother," Margaret Mary Morgan, stand up, Miss Grunsky called upon Mrs. Parker Maddux, one of the four women of the twenty-five delegates from the United States to the Pacific Relations Conference to be held in Honlulu, July 1-15, to explain her mission. So much interest was aroused that Mrs. Maddux held an informal meeting at the close of the club session.

Miss Grunsky then introduced Miss J. Frances Emans, of the Southern California Edison Company, and chairman of the Pacific Coast Women's Committee on Public Information, who, after a few brief remarks on the work being done by women in business, presented Miss R. E. McKee, assistant secretary of the Middle West Utilities Company, Chicago, and chairman of the Women's Committee, Public Relations National Section, National Electric Light Associaton. The speaker, whose subject was, "Taking Women into Partnership," said that the chief aim of her committee was the development of public speakers among the women of the electric light and power industry so that they might spread the message of that industry—service— by speaking before women's clubs, parent-teacher associations, civic bodies and similar organizations.

Among the convention delegates who were present as guests were: Mrs. N. J. Letchworth of Fresno, Miss Gertrude Thibodeau of Malden, Mass., Miss Lang and Miss Ann

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Garvin, both of Stockton, Mrs. Ruth Pratt of Birmingham, Ala., Miss Sophia Malicki of Chicago, Miss Mabel Heinricks of Salinas, Miss Isabelle Davie of Des Moines, Iowa, Mrs. P. W. Evans of Indianapolis, Ind., and Miss Edna Decker of Dixon, Ill. A feature of the dinner was an "electrical table" at which were seated many members of the electrical industry.

CLUB NOTES

By Estelle V. Walker

At our dinner Mrs. Blockburger won the box of candy for disposing of the greatest number of tickets for the merchandise order.

Miss Z. Clements was one of fifteen presidents who attended a dinner at the Fairmont Hotel given in honor of Mrs. John D. Sherman, President of the General Federation of Women's Clubs.

Our secretary, Miss Holdren, has been entertaining her mother, sister and family from Kansas.

IN DEFENSE OF BOND SALESMEN

(Edna Ferber's novel "So Big" has been awarded this year's Pulitzer prize for the best American novel. It has been reviewed many times, of course, but the following, from a viewpoint rather different from the usual one, would seem to be of particular interest to people of the business world.—Editor's note.)

To be less than your best is to be defeated, according to Edna Ferber in "So Big," a novel which I find myself reading with considerable pleasure after everyone else has done so—and in this case it seems that to be a bond salesman is to be less than the best. It seems to me a bit hard to be a bond salesman. Of course, in so far as Dirk's abandonment of his architectural career is sheer funk in the face of hard work and his bond-selling merely the accepting of free lollypops from Paula's insidiously proffered bag,

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the point is well taken. But Edna Ferber occasionally gives the impression of one saying, "Oh, a bond salesman"—and then inquiring with somewhat irritating irrelevance concerning the weather. It is impossible to avoid suspecting that in her eyes bond selling, and along with it bank clerking and real estate dealing and—well, say stenography, are occupations which are in themselves not "worth while."

"Worth-whileness" is a dangerous criterion to attempt to use as a basis for the selection or the judgment of a career. What is worth while? "All art," says Oscar Wilde, "is quite useless," but he does not mean in the statement to condemn it as a career. It would be a brave man who would attempt to justify what is called pure science on any other ground than that the scientist finds it fascinating. Who shall say whether it is more worth while to make life possible or to make it beautiful? Does the person who paints a picture contribute more to the world than the shoemaker—or the stenographer? The answer—and it should be a comfort and a counsel to recent college graduates in search only of the "worth while" job and to that rather large group of business men and women who depreciate themselves and their work because of its apparent lack of significance—the answer is, of course, that all worth-whileness is in the individual and not the job. If Edna Ferber's justification is in her hero's final estimate of himself as "merely a rubber stamp," her failure is in not making it clear that he could have been more than that, even as a bond salesman. Would not the novel have been stronger if she had allowed Dirk to remain an architect and had shown his treachery to himself in that chosen career?

—Clotilde Grunsky.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JULY 4, 1925 No. 26

Weekly *Program*

BUSINESS MEETING

TUESDAY, JULY 7, 1925. DINNER AT 6:15 P. M.

Price One Dollar

Among the matters to come up at this meeting is that of the club's endorsement of Margaret Mary Morgan as a candidate for re-election as supervisor. Miss Morgan is the finest type of business woman, and the club is immensely proud of her not only as the proprietor of a successful business but as the only "City Mother" in the state. If you want her to continue to mother the city, come to the meeting and vote "aye!"

SOMETHING NEW!

This dinner will be served by the Moore Catering Company and is guaranteed to be good.

Reservations must be in by Tuesday noon and must be paid for whether the member or member's guest attends or not.

Be sure to come.

THE ENDORSEMENT OF MISS MORGAN FOR SUPERVISOR

By Lillian M. Palmer

One clause in the by-laws of the Business and Professional Women's Club is that the organization shall not enter into politics and that no candidate shall use the speaker's privilege to advance his cause. These by-laws were formulated during long sessions of pros and cons, and this one received its full quota of both and had appended to it the verbal understanding that it applied only to outsiders and that if at any time a member ran for any office the club could and would do its utmost to help. And so it is in no wise a breach of contract (for that is what by-laws are, a mutual contract between members) for the club to have as one item of its business meeting the endorsement of Margaret Mary Morgan for supervisor at the fall elections.

Perhaps from her daily contact with a variety of minds, with many different points of view, the business woman is less ramantly feministic than some of her sisters; perhaps the close view she has in her own office of the absolute need of efficiency makes her less fussy as to whether that efficiency appears in the guise of man or woman, but it is a fact that the average business woman is swayed more by the fitness of the candidate than by the mere fact that that candidate happens to be another woman. In the present instance the members of the Business and Professional Women's Club wish to give their endorsement to Margaret Mary Morgan not because she is a woman; not because she is a past president of their club; not because of her generosity to the club; not even because of their warm affection for her, but because of her demonstrated fitness for the job of supervisor.

When Miss Morgan came up for election four years ago, direful things were predicted—she would be hysterical, all women are; she would be afraid; she would lose her head and try to work some ridiculous reforms, etc. There is not space to enumerate the forebodings and not space enough in which to answer them. Miss Morgan's record does that. If she had hysterics, she had them very privately for no one ever saw them; the records show not one but many instances of her courage and honesty of purpose. And reform? If the growth throughout the city of grounds where little children may play in safety is reform, she worked them; and she leaves as a mark of her office a newly opened tract of land, Margaret Maryland, where children, or weary women, or entire families may escape from the toil of a city to God's great open spaces and come back better citizens. By her record of common sense Margaret Mary Morgan has elevated the whole status of women in office and has shown that they may publicly serve without losing one whit of their womanliness.

Though somewhat premature, her endorsement has come up at this time because the Business and Professional Women's Club wishes to honor itself by being the first organization to honor this woman.

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A CLUB MEMBER TAKES A STEP UPWARD

Congratulations to our popular and active fellow-member, Ida M. Reed, who has become the owner of Camera Craft, the photographic magazine that she has managed so ably for twenty-five years! Anyone who is familiar with Camera Craft knows what an excellent magazine it is; anyone who knows Miss Reed knows why. The July issue of the publication tells the story (written by someone else, of course—she would never tell it) of her patient, careful, clever, constructive work. She should be proud of the result, and the club should be and is proud of her.

ANENT EVOLUTION

Whether you believe that your ancestors at one time were tadpoles and fish and later swung from trees by their tails or whether you side with W. J. Bryan in this widely discussed question of evolution vs. fundamentalism, you certainly missed an interesting, thoughtful and witty discourse if you did not hear Dr. Louis Newman speak on the subject, "Is Science an Enemy of Progress?" at the last club luncheon. Incidentally, if you are one of those who believe that current topics should be discussed at club meetings, please make an effort to be present at such meetings and so encourage the program committee, which is making every effort to provide the types of programs preferred by the members.

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CLUB NOTES

By Estelle V. Walker

Mrs. Gertrude Wise is on a six weeks trip to Honolulu.

We had the pleasure of welcoming Miss Lentz of Ponka City, Oklahoma, at the club this week. She would like very much to locate here, so if any of you know of any positions to be had, please phone Miss Holdren as we are always anxious to help these out of town guests in every way we can.

Edith Black has returned from a visit to Yosemite and Mrs. Whalley has just returned from an automobile trip throughout the northern part of California.

Miss Minerva Russ of the City of Paris is on a business trip to Europe. Carol Bradley is on the same kind of a trip to New York.

Miss Gada and Miss Glenn who left here two months ago, have been touring the southern part of the United States and the East. They sailed from Montreal on June 18 for Europe.

Daisy Bruhn is spending her vacation at Strawberry.

Don't forget the following dates.

September 10th, 11th, and 12th—State Convention, San Jose.

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A MEDICAL PIONEER

The first woman in the United States to study medicine was Elizabeth Blackwell, who won her diploma in a small medical college in Geneva, N. Y., seventy-five years ago. So engulfed by prejudice was she that when she began to practice it was impossible for her to find a boarding house in New York City in which to live, a woman M. D. being considered an "immoral" character. She finally obtained a small room in a poor quarter, near Tompkins Square, where she opened a dispensary.

(Contributed by Ada H. Brace.)

"THE CANDLE GLOW"

Have you had luncheon there yet? It has a restful atmosphere, this tea room at 358 Sutter Street, and the proprietors, Elinor Vance Cook and Bernice Alexander, are charming hostesses. They serve a club luncheon for 50 cents, a special chicken luncheon for 75 cents, and you may order a la carte, if you prefer. Breakfast is served also between 7:30 and 9:30 a. m. Try it the next time you want to have a quiet talk with an old friend over the tea cups.

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VOL. 2 JULY 11, 1925 No. 27

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, JULY 14, 1925. LUNCHEON AT 12:15 P. M.

Speaker: Miss Alice M. Jackson, General Manager, Standard Sanitary Manufacturing Company, San Francisco:

Subject: "Sanitation, Ancient and Modern."

The period from the time when there were laws forbidding bathrooms in houses to the present day when the cleanliness, convenience and sanitation of modern plumbing are accepted as a matter of course, covers an interesting history. Miss Jackson, who is speaking under the auspices of the California Sanitation Development League, is known as one of the most prominent and capable business executives on the Pacific Coast. Her knowledge of her subject and her well known capabilities hold promise of an event well worth attending.

Chairman of the Day: Miss M. Dumas.

As Miss Winifred Kerr has resigned as treasurer, nominations for that office will be in order on this Tuesday the 14th to be voted on Tuesday the 21st.

A VISIT TO THE SACRAMENTO CLUB

It would seem that most of the members of the Sacramento club must be "Californiacs," for the first thing they assured us of when we arrived in Sacramento on the afternoon of June 20, was that the weather was "unusual"—usual all right, 100 in the shade, with no San Francisco fog to tone it down. However, if any discomforture was experienced on account of the "unusualness" of the weather, this was more than offset by the gracious reception, hospitality and entertainment tendered us by the Sacramento club. Besides Miss Clements, three other members of the San Francisco club went to Sacramento for this meeting, and we also had in our party Miss Frances Emans and Miss Jessica Briggs.

At the meeting every club in the northern district, except Eureka, was represented. Miss G. Flaa, president of the Sacramento club, introducing the representatives of the different clubs, asked that each tell the most outstanding thing that her club had accomplished. Briefly, some of the accomplishments reported covered loan scholarships, arousing of citizens to take interest in civic duty, assistance rendered business girl in educational and housing problems, sewing bees arranged by Junior Oakland Club and articles made given to Baby Hospital, help rendered needy families and children during Christmas season, cultural, musical and instructive programs arranged for meetings.

Miss Z. Clements, president of the State Federation, gave an inspiring talk on service and what the federation stands for. Miss Anna Duffy, president of the northern district, also gave a very interesting talk, laying stress on the importance of the clubs getting together often in order to exchange ideas, work together better and understand each other. Miss Frances Emans, first vice-president of the federation, advanced many worth while ideas and suggestions. During the evening these talks were interspersed with songs by Mrs. M. J. Nathan, accompanied by Mrs. I. Engler, and with several whistling solos by Miss Mary L. Smith, member of the Sacramento Club.

The writer (making her maiden speech) conveyed to the Sacramento club Dr. Hamilton's personal greetings and best wishes and those of the members of the San Francisco club, and told briefly of the accomplishments of the club in a financial way, naming our theatre party, increased membership committee, 400 members being our goal by September first; dramatic section theatre party, and our interest in civic affairs.

On Sunday, under the guidance of Miss Duffy, we visited the Capitol, Park Cathedral and Fort Sutter.

We feel greatly indebted to Miss Flaa and the Sacramento club for this very enjoyable visit and interesting meeting and hope to see some of the Sacramento club members soon in San Francisco, when we can reciprocate for courtesies shown us.

—Mae G. Cummings.

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FORGET IT

If you see a tall fellow
ahead of the crowd
A leader of men marching
fearless and proud,
And you know of a tale,
whose mere telling aloud
Would cause that his proud head
in anguish be bowed,
It's a pretty good plan to
Forget It.

If you know of a skeleton
hidden away
In a closet, and guarded,
and kept from the way
In the dark, and whose showing
whose sudden display
Would cause grief and sorrow
and life-long dismay,
It's a pretty good plan to
Forget It.

If you know of a thing
that will darken the joy
Of a man or a woman,
a girl or a boy,
That will wipe out a smile,
or the least bit annoy,
It's a pretty good plan to
Forget It.

—*Triad.*

PROPER BATHING

The bath should be carefully planned not only to remove the accumulation of foreign matter, but to stimulate every pore of the body to function properly, casting off all poisonous matter which, if not thrown off through the millions of body pores, becomes a dangerous strain upon other important and vital organs.

To illustrate the necessity for thorough bodily health, let me quote from memory the condemnation of certain actions and omissions of the ladies of the French Court, during, I believe, the sixteenth century, written by the court physician. He stated that these ladies never took a bath, and in consequence of the closed condition of the pores of the skin, found it not safe to cleanse the face with

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water or cream less the blood, finding this one oasis of cleanliness of the body, would cause such quantities of impurities to be expelled through the face pores that infection would follow and hideous pimples and boils result. Therefore they simply closed the face with powder and calsomine, giving them the look of the circus clown, with the addition of paint to soften the bloom. Perfume preferably with a base of musk was used to disguise obnoxious body odors.

One should bathe daily, or at least three times each week. The body should be most thoroughly scrubbed with a well-made and quite stiff-bristled body brush and plenty of good castile soap used. When the skin becomes toughened to the use of the brush, one may continue using it for twenty minutes or until the body is aglow from friction. It is surprising how the skin responds to this seemingly harsh treatment.

For those not having the luxury of soft water, it is well to add two heaping tablespoons of washing soda and the same measure of borax. This or the use of Kemsal is recommended to relieve tired, aching legs and feet and will also counteract the effect of lime and magnesia in our city water that cause it to be so hard.

Mrs. A. F. Cosgrove.

A WARNING

Be sure that you get from the company a receipt for the payment of your insurance premium. One of our members recently received notice that her policy had been canceled, although she had paid the premium to an agent several months previous. He had given her a renewal permit, which she considered tantamount to a receipt, but the company had not received the money, and consequently had canceled the policy. Incidentally, the member has transferred her business to a woman.

THE FOURTH DIMENSION

Pete—Why do you call them the "nine by twelve" sisters?

Joe—You feed them at nine and by twelve they're hungry again.

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AROUND THE READING LAMP

"The Old Ladies," by Hugh Walpole, while not a specially pleasant tale, is a treat for the true Wapole devotee. A powerful story, and like all of Walpole's novels, so well written that it is a joy to read—the work of an artist in words.

"Young Archimedes," by Aldous Huxley—six stories by one of the brilliant younger school of British story writers. To my mind the last story in the book, from which it takes its name, "Young Archimedes," is a gem. Don't miss it, and of course, if you were more enthusiastic over "Chrome Yellow" than I was, you will greatly enjoy the other five stories.

Ethel Maxwell

GOOD THINGS COMING

A hike through the Park and breakfast at The Chalet is the attractive program for Sunday morning, July 19th. More particulars will be in our next issue.

Every one is anxious to hear all about the card party so a special report of it is being written and will appear in our next issue.

SIGNS OF THE TIMES

"Good heavens, man, what is the matter with your face? Were you in an automobile accident?"

"No, I was being shaved by a lady barber when a mouse ran across the floor."—Santa Barbara News.

Don't forget the following dates.

September 10th, 11th, and 12th—State Convention, San Jose.

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VOL. 2 JULY 18, 1925 No. 28

Weekly B&P WC *Program*

DINNER

Price One Dollar

TUESDAY, JULY 21, 1925, at 6:15 P. M.

Speaker: Mr. Samuel F. Worswick, of the Taylor Instrument Companies.

Subject: "From Zero to the Boiling Point."

We have been hearing a good deal about temperatures recently and experiencing some ourselves. Perhaps Mr. Worswick will give us some information that will enable us to vary our remarks about that dependable source of polite conversation, the weather.

Music: Piano solo by Mrs. Emily Mueller.

Chairman of the Day: Miss Belle McDonald.

Lydia Johnson and Leonore Dolcini have been nominated for the office of treasurer to be voted on at this meeting.

THE CASTLE

"I have taken the Castle of Doubt" read a ote found on my desk Wednesday morning fter the business meeting, signed by a little nown member, albeit one whose name is on he permanent dinner list and a member of growing band who frequent the clubrooms t any time of the day, ready at a moment's otice to do whatsoever willing hands find o do.

"I have taken the Castle of Doubt." She ay have referred to one of the books in he library. That morning I thought she ust have meant she was an unknown sol ier with a vast throng that clattered (they ere noisy) over the last drawbridge on to e possession of the title to a sure enough astle of non-Spanish architecture.

The throng was the one which for days as assembling its hoard of prizes and mainery for the Monster Card Party. Never ave we heard from such a variety or so any members nor has Mr. Nolan been so usy with the mails. Metal addressograph lates in use meant mere names, but they aterialized into real flesh and blood human eings who wanted to do something for the lub—with money which was good—but better still, they worked on committees, made a ake not on bakery shelves, gave a prize, rote letters, donated one day of a vacation, oved furniture, and wrote from far-off acation lands they were with us just the me.

"Did it pay?" Dollars and cents was not e standard of measurement altho it netted the tidy sum of two hundred and fifty dollars. It paid from the standpoint of one of the fundamentals in club membership found on every application that goes out to a new member and that should be remembered in all club activities.

"To encourage reciprocity in business among its members."

"Mrs. Brown meet Miss Smith" at a formal meeting may mean that and nothing more. But Mrs. Brown meeting Miss Smith on organization bent finds that Miss Smith has a personality and a slant on business not included on her badge of membership.

We have taken the Castle of Doubt, the monster and ogres of which Mrs. Blockberger has been so frightened have been eliminated in the months gone by. They were found to be after all only shirked responsibilities in the pathway made grotesque by the shadows of Doubt and it only remained for Cornelia Farrell to point to a banner of Love she carried as Chairman of the Card Party Committee.

"The splendor falls on castelled walls,
And Club Rooms old in story."

Blow, bugle blow! The Castle of Doubt is taken! If you believe in fairies and moonlight the romance is there—if it is inklined ledgers and electric adding machines it is there also—the Castle of Doubt is taken. This being so, let it no longer be known as Doubt, but as The Castle to have and to hold as we want to make it.

LEONIA HOLDREN.

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ENDORSED

The motion was made and carried that the club unanimously endorse Margaret Mary Morgan for renomination as supervisor of San Francisco. The club is behind her and will help to put her back when the time comes.

It was voted at our last meeting that a letter be written the nominating committee of the State Federation recommending Miss Z. Clements as president for another year.

TIME OF VOTING

The ballot box will be open from noon until 7 P. M. next Tuesday, in order that all may have an opportunity to vote for a treasurer. Lydia Johnson and Leonore Dolcini have been nominated.

ECHOES FROM THE PARTY

There were 55 tables in all and a prize for every table.

Many were the hearts that went home happy that night, due to the generosity of the donors as well as the skill of the game.

The first prize for whist was won by Miss Kuklinski, second by Miss E. Moffett.

Yes, the Merchandise Order tickets were shuffled. The winning number, D-301, was held by Miss Gertrude Doane, secretary to Ida M. Reed, the ticket from the first book sold.

There is a club member named Brace,
Whose hand in the drawing did place.
She didn't call "Ouch",
Nor had she a grouch,
For the number, her own, took the cake.

Borrowing is the canker and the death of every man's estate.—Raleigh.

Rest satisfied with doing well, and leave others to talk of you as they please.—Pythagoras.

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The committee is very grateful for an extensive and liberal co-operation both from members and other sources in the way of prizes, services, tables, chairs and guests. The list is too long to permit of publication.

Mr. McDonald was of great service in conducting the games.

Tea for two thousand was handed out as a good night gift at the door.

Courtesy of M. J. B. and Cornelia Farrell the leader cheerful and courageous throughout.

CLUB NOTES

By Leonia Holdren.

However far the vacationists may wander there is no place so delightful as San Francisco in summer. With this in mind the Club is arranging for a stroll through Golden Gate Park Sunday morning, early, while the dew is yet on the rose.

Come as many as possible and join the guides at the Tenth avenue entrance of the park on Fulton street.

Nine o'clock is the appointed time, Sunday, July 19th, through the park the walk, and breakfast at the Chalet at 10 o'clock.

Mae B. Wilkin is on her way to Portland, Maine, to attend the convention of the National Federation of Business and Professional Women's Clubs.

On Saturday, August 8th, the club has been invited to visit the California-Hawaiian sugar refinery at Crockett. We will leave San Francisco in the early afternoon and after a tour of the refinery will be the guests of the company for dinner. This will be a very delightful trip and we hope to have a large crowd. Phone your reservations to Miss Holdren at the club.

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A motion was passed at our last meeting that the secretary write a letter to Miss Dorothea Wheland, commending her for her presence of mind in the recent Corte Madera tunnel fire. She had the courage and foresight to start singing and thus avoided a bad panic.

Augusta M. Alexander of the Bank of Italy is recuperating at Mill Valley from a nervous breakdown. We wish her a speedy recovery.

Miss Banz has been to Yosemite. Hazel Baldwin is at Margaret Maryland. The entire editorial committee of your magazine is out of town—Miss Grunsky has gone to Salt Lake City, Miss Jones to Mendocino county and Mrs. Walker, owing to her plans being upset at the last minute, will spend her vacation at the dentists, Idora Park and Neptune Beach.

Anna Mason is spending her vacation in the Mona Lake region and Yosemite.

Miss Nettie Smith has gone to Los Angeles.

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The Father of Success is Work.
The mother of success is Ambition.
The oldest son is Common Sense.
Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.
The oldest daughter is Character.
Some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.
The baby is Opportunity.
Get well acquainted with the "old man" and you will be able to get along pretty well with the rest of the famiy.

—The Way.
(Contributed by Ada H. Brace)

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The above was said by Marion Hertha Clarke, well-known woman writer, after wearing The CORSE-TWIN. She adds: "You'll be surprised how much lighter, happier, and more efficient you will feel when a CORSE-TWIN becomes part of your day."
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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JULY 25, 1925 No. 29

Weekly *Program*

LUNCHEON

Price 75 Cents

TUESDAY, JULY 28, 1925, at 12:15 P. M.

Speaker: Dr. G. Dallas Hanna, Curator of the Department of Paleontology of the Academy of Sciences.

Subject: "Exploring the West Mexican Islands."

If you like stories of adventure and tales of strange lands, of ocean voyages and discovery of queer animals, then you have a treat in store for you, for Dr. Hanna but recently returned from Revillagigedos and Tres Marias Islands whither he conducted an exhibition for the Academy of Sciences. He brought back many strange specimens and a fund of interesting experiences, about which he will tell us on Tuesday.

Chairman of the Day: Miss Lilian Elias.

WELLINGTON CLUB ACTIVITIES

(One of our pleasant club memories is that of Miss Amy Kane, president of the Pioneer Club of Wellington, N. Z. For that reason we believe that the following extract from a letter from Mrs. Florence S. H. Martin, secretary of the club, to our fellow member, Mrs. A. H. Brace, will be of double interest.—Editor's note.)

So far as I can gather we do not undertake any of the civic work your American clubs participate in but we, as a body of women, are very helpful I think in women's work; that is, we have a music division where members have an hour's training by a professional once a week for four months of the year; lessons in gardening by a lady professional gardener; practical demonstrations in pruning roses and fruit trees and planting seeds and seedlings, etc., etc.; and lectures once a month on how the garden should be managed for that season of the year. Also we have a very live debating circle which has been instrumental in bringing forward shy women to make public speeches, and each month the members of this circle are invited to do something in this direction, perhaps a five-minute speech on any subject they like. This week members are invited to tell a story humorous or otherwise. The idea is simply to make women speak and lose their shyness.

We also have a library division. This belongs to the more seriously inclined section and the more studious, and of course there is always the bridge-playing folk. One of the most interesting businesses is that of our arts and crafts. They do some beautiful work and once a year hold an exhibition and display their handiwork. All this takes place in our club rooms.

We entertain all the celebrities passing through New Zealand, and many of your countrywomen have been our guests and some charming Americans we have met.

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If advertising didn't pay, this money would not be spent:

Wrigleys spend $3,500,000 a year to tell the public theirs is the gum to chew.

Ford spends $6,000,000 to tell his Ford story.

The electric light and power industry spends more than $4,000,000 flashing the kilowatt hourly message.

Electric railway companies ring up about $2,500,000 for advertising trolley rides.

Colgates assert, to the tune of some $1,185,000 that their shaving soap, etc., produces the smile that won't erase.

Gas companies talk more than $2,000,000 worth through advertising channels.

Telephone companies have busy advertising lines with an estimated toll of $1,500,000. Along each line sounds the voice with the smile.

—Electric Light and Power.

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THE LAST OF THE VIKINGS

Those who experienced the Aladdin's dream of the Exposition will remember, besides the glory of color painted on the night, some few exhibits. Among them must stand out the collection of Norwegian pictures in the Palace of Fine Arts. Simple things made up the subject of most of them—snow scenes, with a few bitter salt glimpses of a square yard of swirling sea and fish, but painted with a stark vigor which was gripping in its grasp on reality. The men who painted them completely understood what they saw, and they placed the essence of their understanding into a few brush strokes. One sometimes stands before a picture which has taken months to paint and wonders whether, after it was finished, it seemed to the artist that his time had been well spent. No such doubts could arise concerning these groups of floundering fish or hummocks in the snow. These things lived, and genuine creation, however simple the object it sets pulsing, is worth spending a life for.

Some of the same elemental simplicity combined with vigar seems to be characteristic of the best in Norwegian writings which have been brought to us. Knut Hamsen's "Growth of the Soil" was as simple and as important as the harvest or the fruitful earth itself. The book was a growing thing; it had roots which went down into the elemental life, not of Norway alone, but of humanity. "The Last of the Vikings" by Johan Bojer has something of the same quality of greatness. It is the tale of the last of the sailing fleet giving way to the era of steam in the Norwegian fishing industry. There is no particular plot to the tale, as there was no particular subject for the paintings at the Exposition, but picture after picture unrolls on its pages starkly, beautifully real. It is a strong diet, but stimulating.

—Clotilde Grunsky.

San Francisco's hospitality is well known. They have never given a visitor the Golden Gate. —*Life.*

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'TIS A MERRY WORLD

The vicar of a London church was asked not long ago to preach a special sermon on temperance. After announcing this request, he continued: "There ar only two drinks metnioned in the Book of Psalms. One is wine which maketh glad the heart of man. The other is water, with which the wild asses quench their thirst. You can take your choice."—"The Witness."

A woman, with her little girl, was seated in a train, when a villainous looking man entered the car.

A few minutes before the train started the woman, realizing that she was to travel with an undesirable companion, thought of an excuse to rid herself of him.

Leaning forward, she said: "I ought to tell you that my little girl is just getting over an attack of scarlet fever, and perhaps—"

"Oh, don't worry about me, mum," interrupted the man, "I'm committing suicide when we get to the first tunnel."

Sandy was engaged to a girl who, a few days before her nineteenth birthday, succumbed to the prevailing feminine craze and had her hair bobbed. All her girl friends congratulated her on her improved appearance and it was therefore without any misgivings that she showed herself to her sweetheart. But Sandy viewed her with grave disapproval.

"It's hard on me, lassie," he said, "verra hard! After I've just bought ye a packet of hairpins for your birthday."—Boston Transcript.

Jenks: "What's the grand idea having your car painted yellow on one side and blue on the other "

Bangs: "It's great, I'm telling you. You should hear how they contradict each other in court when I have a damage case on."

When we send things in a ship we call it a cargo, and when we send them in a car we call it a shipment.

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NEWS NOTES

By Leonia Holdren

"Somebody will have a birthday at the party," Mrs. Brace had announced in regard to the affair Thursday evening at the Blue Willow Tea Room. This was enough to arouse intense curiosity until the close of the evening's entertainment. It is in the hands of Destiny," was her only comment as she energetically gilded "Nuts to Crack" and place cards and enclosed conundrums of members' names.

Destiny, which gave us all a different birthday, also caused Miss Z. Clements to share the birthday cake with little Rose Marie Kiernan. It was a nice home-made one and assumed prophetic proportions when a slice containing a thimble was handed to Margaret Mary Morgan. Miss Clements also received for a present a handsome pin in Diamond Jubilee colors.

Destiny or virtue, which is its own reward, brought the prize in the guessing contest to a tie with Miss Eagles and Mrs. Blockberger.

An ideal day for a walk, we all agreed, after that delightful morning jaunt through Golden Gate Park. Cool, bracing air, miles of green shrubbery and trees, bright blossoms, pastures with bleating sheep, herds of bison and deer, a broad sweep of the Pacific and we never once left the city. The breakfast none too soon, and in abundant quantities was served at a long table at the Chalet. There was a roll call of states represented and the response sounded like a national convention.

The Bulletin of Monday, July 20, has a feature article by Williams in regard to the club. Get it and read about yourselves.

The trip to Crockett has been postponed by the company until August 22.

Dr. Hamilton is on a motor trip through the northern part of the State.

TOOTING

A stranger who was rather deaf entered a little Scotch church. He seated himself in a front pew and placed an ear trumpet on his knee. An elder of the kirk, who had never seen an ear trumpet, watched him with grave suspicion. When the minister entered, the man lifted the trumpet from his knee, but before he could adjust it he felt a tap on his shoulder and heard the indignant elder saying:

"One toot an' ye're oot."—Everybody's.

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Leave names with Mercedes Connelly, care Club Secretary.

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San Francisco Business and Professional Women's Club

VOL. 2 AUGUST 1, 1925 No. 30

Weekly *Program*

B&P WC

DINNER

Price Ninety Cents

TUESDAY, AUGUST 4, 1925, 6:15 P. M.

BUSINESS MEETING

Among other important and interesting matters to be taken up at this meeting will be the nomination of delegates to the State Federation convention. Come and nominate your choice.

ON HAVING TIME FOR ONE'S FRIENDS

By Lilliam M. Wendemuth.

Years ago people must have had plenty of leisure to spend with their friends, else no one would ever have coined that disdainful expression of dislike, "I have no time for her." Weighty thoughts, such as this, fill my mind as I drive along the highways, for one can think when one's eyes are straight ahead—with an occasional sidelong glance at the speedometer, and consequent decrease of pressure on the accelerator to keep her down to 35 or thereabouts.

Specifically that day I was thinking of some one I like tremendously, wishing I had more time for her, more time to be with her, to enjoy her company.

Is it not too true of our tremenduously busy lives that we don't set aside enough time to enjoy the company of friends? How seldom we get together just to sit down for a good talk, and really get acquainted one with the other!

Emerson said: "We dare not trust our wits to entertain our friends, and so we buy ice cream." What would he say of the modern habit of meeting for an evening together and then spending it at the movies? (Ugh!) Why must people always be doing something? Why not an evening at home with one's friend or friends, just talking things over, or enjoying some form of home entertainment which does not debar conversation?

Two famous Englishmen of the last century —Tennyson and Carlyle, I think—are said to have spent evenings together without exchanging a word—just a communion of great souls. Few of us have souls so great, at least after a strenuous day's work. Personally I'd be asleep, as there are some who know!

If you turn the pages of Lord Morley's Memoirs you will find somewhere therein another story of two Great Ones. Of their evenings together, one said, "We enjoy each other's company so much because we agree in everything except our opinions." Surely a difference of opinion as a basis for friendship is a height to which few people rise. How interesting for those who do! How indicative of bigness of character!

But in today's busy life we don't really know what one another's opinions are about things worth while—or whether we have any opinions founded on a broad basis of discussion. Truly a good friend, although we may not realize it, is one who presents a point of view other than our own.

Be that as it may—whether we choose our friends because we are as alike as two peas in a pod, or because they spur us on to deeper thinking, or just because we enjoy one another's company—my plea is that we endeavor to get really acquainted one with the other.

And above all, let us find more time both to make friends and to enjoy them-

---

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SPECIAL LUNCH AND DINNER PLAN

During the month of August, our club member, Miss Cornelia Farrell, has generously offered to co-operate with the house committee, who will take over the service of the special dinner and special luncheon. The special luncheon will cost seventy-five cents and the special dinner ninety cents, the club to benefit by all profits accruing. All Miss Farrell asks is that the club members unanimously co-operate with her in attending these special meetings so that the meals at least can be put on a paying basis. All reservations must be paid for whether kept or not. During the month of August excellent programs have been arranged, and it is hoped that each and every member will feel the responsibility of co-operating by attending.

THE BUSINESS WOMEN'S NEWS

If you have not yet had an opportunity to read fully the July number of the "Business Women's News," the official organ of the California Federation of Business and Professional Women's Clubs, try to find a little time to do so. You will find much of interest in it. The report of the president, Z. Clements, concisely covers the work for the quarter and ends by offering the service of all departments of the federation. Harriet P. Tyler, legislative chairman, gives a resume of the fate of those measures in which the club members were particularly interested. Your attention is invited to the article by Grace S. Stoermer, chairman, division of economics, who is making a survey of the "mental assets and liabilities" of business women and who makes a plea that you will fill out the questionnaire she has prepared toward this end. "With the Different Clubs" reports the activities of the various member organizations, and in more detail, the worthwhile undertaking of the Los Angeles Club in the sponsorship of the Los Angeles Business Girls' Club House. Too much credit cannot be given our southern neighbor for what it has done in this direction, an activity which would seem to be particularly that of Business and Professional Women's

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Clubs. The editorial on "Change," though on the last page is by no means least and contains much meat.

WHAT WOMEN ARE DOING

Dr. Louise Aldrich Blake, one of the most skillful surgeons of the British Isles, dean of all women surgeons of her country, dean of the London School of Medicine for Women, and senior surgeon for the Elizabeth Garrett Hospital of London.

Miss Cina Tyler, Yreka, California, only woman manager for the Pacific Telephone and Telegraph Company in California.

Mrs. Jeannette K. Hyde, of Salt Lake City, Utah, U. S. Collector of Customs for Hawaii, with headquarters at Honolulu, the first woman to be appointed collector at any port of entry.

Miss Lucille Atchison of Columbus, Ohio, third secretary of the American Legation at Berne, Switzerland, the only woman in the American diplomatic service and the first to represent the United States in a foreign country.

Mrs. Maude Duncan, mayor of Winslow, Ark. She has an all-feminine cabinet of civic officials.

Miss R. F. Frank, member of the board of directors of the Public Service Company, Tulsa, Okla.

Women conductors are being employed by the Electric Bureau of the City of Tokyo, Japan.

CLUB NOTES

By Estelle V. Walker

I am sorry to report that Caroline Bachich, our charming "bride," has been laid up with an attack of appendicitis. She escaped an operation and hopes to return to work in about a week.

Jennie Hoyle and Arline Cavins are making the most of their vacation on a camping trip. On their return Arline Cavins will take up her new work as assistant district attorney of Kern County with headquarters in Bakersfield.

Our trip to Crockett is going to be an extremely interesting one, and owing to the fact that nearly everyone wants to go it will

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have to be for *members only*. The California Hawaiian Sugar Refinery at Crockett is one of the largest sugar refineries in the country, and we are fortunate in having the opportunity to see the inside workings. Dinner will be served by the company and we will return in the evening. Full particulars will be given later. Make your reservations early with Miss Holdren. The date is Saturday, August 22.

I suppose you all think the lunch room is closed now. I'll let you in on a surprise. Miss Holdren is serving a hot lunch to those who want it and, believe me, she is a good cook. Yesterday we had a dandy clam chowder. Come on down and see what she can do for you. Incidentally, she is doing this on her own expense, so let's help her make a success of it.

We have some good programs scheduled this month and want you all to remember the dates. On August 11th, luncheon, R. C. Newell of Newell Murdoch & Co., will talk to us on "Fraudulent Stock Selling," and Mrs. Le Fevre wil be chairman of the day. On the 18th, dinner, Judge Cutler, head of the Native Sons of the Golden West, will talk to us on "The Romantic Missions of California," and Mrs. Cosgrove will be chairman of the day.

And now, fellow members, I come before you with a plea. I know that many of you have taken some very interesting trips and that lots of things have happened to you that the rest of us would like to hear about. Remember, I can't keep the club notes interesting unless you help. Won't you please tell me about your trip or what you know about someone else

TOO HEAVY WORK

Husband—Don't make any more of these biscuits, dear.

Better Half—Why not?

Husband—"You're too light for such heavy work."

SNAPPY COME-BACK

"Before we were married you called me an angel," she pouted.

"I know it."

"But now you don't call me anything."

"That shows my self-control."—Boston Transcript.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 AUGUST 8, 1925 No. 31

Weekly *Program*

LUNCHEON

Price 75 Cents

TUESDAY, AUGUST 11, 1925, at 12:15 P. M.

Speaker: Mr. George B. MacMahon.

Subject: "Sanitation, Ancient and Modern."

This subject was announced for a previous meeting, but was postponed, will form the basis of a discourse by Mr. MacMahon of the bureau of speakers maintained by the California Sanitation Development League, under whose auspices the program is being given. Mr. MacMahon will have much of interest to tell us of a topic, of vital importance to health and welfare, that we are apt to take for granted.

Chairman of the Day: Mrs. F. O. Maxwell.

PINEY WOODS COUNTRY LIFE SCHOOL

Not long ago Laurence C. Jones and four young negro women from the Piney Woods Country Life School visited our club. They had been detained and arrived just at the close of an unusually crowded luncheon program. The young women sang some plantation melodies very sweetly, but Mr. Jones had no opportunity to tell anything about his work. For this reason we are printing the brief history carried on the back of Mr. Jones' card, which shows the first school building—a log cabin in 1910—and the present school building, a substantial two-story structure "built with student labor and free will contributions from the North."

Founded under a cedar tree in the Black Belt of Mississippi without money, land or friends, in 1909, by Laurence C. Jones, graduate of the Marshalltown High School and the State University of Iowa, 1907. Through constant prayer, hardships often to the extent of physical sufferings, and with the helping hand of many good people, the little school in the piney woods now has 1,414 acres of land, seven buildings, 350 students and reaches in extension work over 5,000 struggling freedmen.

Incorporated in 1913 as "The Piney Woods Country Life School," Asa Turner, Farrar, La., Chairman of Trustees; D. J. Harris, Evanston, Ill., Chairman of Committees on Investments, Special Funds and Bequests; Charles M'Shed, Treasurer, Piney Woods, Miss.

SOME URGENT NEEDS

—$25,000 for Boys' Dormitory containing Manual Training Department.

—$15,000 For Domestic Science Building and Girls' Dormitory.

—$1,500 For Industrial Apparatus for the Laundry, farm and Blacksmith Shop.

—An Endowment Fund that will yield at least $2,000 for Teachers' salaries.

ENDOWMENT

By resolution of the Board of Trustees all funds will be forwarded to the well-known Harris Trust and Savings Bank of Chicago, and they will be asked for recommendation as to the investment of surplus funds.

By availing ourselves of the experience of an institution which has been long identified with the investment business, we believe that we will be able to invest properly any amount belonging to the endowment fund, having in mind a maximum return with a proper degree of safety.

ENDOWMENT AT PRESENT $5,000, SHOULD BE $50,000.

"I know of no work where a dollar will go farther in effecting the uplift of a people, white and black, than in this work that is being done at The Piney Woods School."—Extract from an article by Dr. D. J. Harris, brother of the late N. W. Harris, after a visit to Piney Woods.

NEEDS—Cast-off clothing and shoes and contributions for current expenses. One dollar is helpful.

ECHOES

Lovers of Hawaii have long been certain that the Garden of Eden was located somewhere in that vicinity. This opinion was given further sanction the other day at the club luncheon by Judge Hofgaard who pointed out the remarkable parallelism of the Polynesian legends with the stories of the Old Testament. This program took the place of the anticipated talk on "Sanitation,' as Miss Jackson, the speaker, was called out of town.

Those who attended the dinner of July 21 were given a special treat. Not only did Mr. Worsick demonstrate the manufacture of thermometers most entertainingly, but the Club was particularly favored in having Miss Louise Van Eeghen as their guest. She told about the International Womens Council and the work of women in her native country of

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Holland. Miss Van Eeghen's people own the estate next to that occupied by the late Kaiser at Doorn, and her father was the chairman of the committee who brought the little "Half Moon" to the Hudson-Fulton celebration. Mrs. Emily Mueller furnished excellent music on the piano. By the way, most of those who perform on our programs free of charge are open to paid engagements elsewhere. Do not forget them when you are arranging musical numbers.

"That boa constrictor was the biggest disappointment of the trip. He had a little head and was only eight feet long. The disgusted speaker was Hartford H. Keifer, assistant curator of entomology of the Academy of Sciences, who substituted for Dr. G. Dallas Hanna at the luncheon meeting of July 28, Dr. Hanna having been called out of town. Mr. Kiefer was telling of the expedition to the Revillagigedos and Tres Marias Islands, and during his recital there came into the picture booby birds, some with yellow bills and some with blue faces, frigate birds, whales, fishes akin to those of Hawaii; a new fruit resembling an olive, choke cherries, sharks, parokeets, a lost member of the party without food or water for twenty-four hours, a Mexican penal colony, the re-discovery of the only known fresh water at Grayson's Cove, and many other things which made the story a tremendously interesting tale of adventure.

CLUB NOTES

By Estelle V. Walker.

We are glad to welcome Rose Brown, one of our new members, who paid her first visit to the club July 28.

Miss M. Dumas deserves a vote of thanks from the club for the lovely flowers which she has kept in the clubrooms. Her garden must be a beautiful one.

Lillian Lee has made a change in her position. She is now with the Bank of Canton on Montgomery street.

Nothing has been said lately about the dancing class, but I want to assure you that it is still in full swing every Monday night.

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Why don't you join them? They have lots of fun and at the same time get the exercise which everyone needs to be healthy. The hour is from 6 to 7 every Monday night.

Don't forget that Saturday, Aug. 22, is the day we go to the California-Hawaiian Sugar Refinery at Crockett. Have you made your reservations yet? If not, call up Miss Holdren and do so now as we must let them know how many will be there for dinner. Full directions as to time and place for leaving will be given later.

Here's another reminder for you At our dinner on the 18th we are to have a talk on the "Romantic Missions of California," a very fascinating story, by Judge Cutler.

(Editor's Note—The following letter was received after the publication of Miss Grunsky's article, "The Last of the Vikings," in the July 25 issue.)

Dear Miss Grunsky:

I just want you to know I appreciate your article "The Last of the Vikings."

My folks are Norwegian and one time when I was little I lived four years in the north of Norway and many years later, I spent a year there. The first time I was there I saw the fishing fleets controlled by man-power and in 1915 by motors. I also learned to know the characters called "Vikings" and as it takes a long time to get acquainted with them, it is so seldom anything is ever written or said about them, and therefore my surprise in reading your article.

If ever you plan a European trip, save up enough pennies to take the trip around Norway to North Cape and better still all the way to the White Sea in Russia. For anyone who is observing, it is a glorious trip. Norway has 150,000 islands along its coast and to get the most out of it, never take a tourist ship but try and get one of the few staterooms on a freight boat and you will never regret it.

Sincerely,
LYDIA FLOAN.

Don't forget the following dates.

September 10th, 11th, and 12th—State Convention, San Jose.

Farmer: Hi, there Cant you see that sign, "No fishing on these grounds"?

Rastus: Co'se I kin see it; but I ain't so g'rant as ter fish on no grounds. I's fishin' in de pond.—Boston Transcript.

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BUSINESS ENGLISH.

The chief ends to be aimed at in business English are:

1—Objectivity in presentation of facts. The elimination of the personal, the subjective, the bias of wish; in short, the imaginative light "that never was on land or sea", which is the quintessence of poetry, has no place in a businesslike presentation of fact.

2—Accuracy of statement. Literature often produces its best effect by the creation of atmosphere. Business English requires clearness of definition, sharpness of outline, distinction of detail.

3—Precision of form. "Repetition," "refrain," are poetic and oratorical devices. Business English must be compact, precise, concise.

4—Correctness. Correctness in conformity to accepted standards of usages. In business English there is no room for the play of idiosyncrasy of expression, the individuality of humor and flavor that is the charm of "style" in literary English. In literary English the personnality of the writer is conveyed directly through voice or pen to the reader or hearer. In business English the stenographer, the typewriter, intervenes. and necessarily mechanizes and standardizes the product. Every successful business man is a "dictator" nowadays, and I should like to make a plea for good dictators' English—the style of dictation which is different from the style of oral composition in solitude, or extempore composition before an audience, or literary composition in solitude with pen or typewriter. The business English of a good dictator will have the qualities above enumerated, and will be succinct, tending to brief, compact sentences, rather than to carefully balanced periods.—John Duncan Spaeth, Professor of English, Princeton University. (Spotlights on Commercial Education.)

CHUCKLES.

"My grandfather,' said the English boy, "was a very great man. One day Queen Victoria touched him on the shoulder with a sword and made him a knight.

"Aw, thats nothin'," the American boy replied: "One day an Indian touched my grandfather on the head with a tomahawk and made him an angel."

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San Francisco Business and Professional Women's Club

VOL. 2 AUGUST 15, 1925 No. 32

Weekly B&P WC *Program*

DINNER

Price Ninety Cents

TUESDAY, AUGUST 18, 1925, at 6:15 P. M.

Speaker: Judge Fletcher C. Cutler, Grand President, Native Sons of the Golden West.

Subject: "Romantic Missions of California."

There is no more fascinating period in the whole history of the state than the days when the sun-baked, tile-roofed adobe Missions were the centers of activity in California. The organizations of the Native Sons and Native Daughters of the Golden West have done much to rehabilitate and protect the remaining Missions, so it may be taken for granted that the Grand President of the Native Sons will have a fund of interesting information on the subject.

Music: Jerome Damonte, piano accordionist.

Chairman of the Day: Mrs. A. F. Cosgrove.

LA FIESTA

It is the time of the festival! Es el tiempo de la fiesta! The musical Spanish syllables take us back to the long ago when brown-robed Franciscan padres traveled El Camino Real from San Diego to Sonoma; when gay caballeros and vivacious senoritas danced the fandango to the strumming of guitars and the clacking of castanets; when all the land kept open house and whole families with their children and their horses and their dogs visited leisurely at one great rancho after another, and all the folk were ever ready and eager to ride for miles to join in a happy time of singing and dancing and feasting.

The wind shifts, and down the breeze come other sounds—the creaking of covered wagons, the crash of falling trees, the triumphant cry of discovery, the click of poker chips, the shuffle of cards, the reports of revolvers—all the hurly-burly of the days of the Gold Rush when the pioneers crossed the plains in the face of tremendous odds, when good ships rotted in the harbor deserted by crews who had hurried to "the diggin's" when the mad gold fever was at its height, when the miner was king in the days of '49!

Another change. There is still gold, but it is the gold of acres of yellow wheat, of vast orchards of ripening fruit, of wide vineyards of heavily laden vines, of oil fields, of lumber mills, of busy factories, of cargo-laden trains and ships. The mad excitement of the days of gold has given way to the steady pace set by industry, and a contented people by their united effort are building on a firm foundation the substantial prosperity of a great state.

Of all these is our heritage. A heritage that makes us a happy people, always ready to sing and dance and feast! A heritage that enables the people of cities like Santa Barbara and San Francisco, shaken with appalling suddenness by the rough hand of Mother Nature, to brush the mortar off their shoulders, build in the streets impromptu fireplaces from the bricks of their cherished buildings, hang up humorous little signs, and then look around for shovels to dig the foundations for bigger and better cities! A heritage that endows us with energy, with pride, with hope, with faith in the great destiny of California!

Es el tiempo de la fiesta! So lets take part with a will. The Spirit of California is abroad in the land! Lets wear the gay colors, join in the festivities, be kind to the stranger within our gates, do our bit to make this Diamond Jubilee the finest, happiest, most colorful fiesta at which California ever has been hostess! Lets prove our heritage!

Ethel Jones.

JUBILEE GLIMPSES

The Arco de Brilliantes sparkling with thousands of jewels, the pan-chromatic fountains in response to the strains of music, the Path of Gold wearing a sunburst of diamonds, Oriental lanterns glowing in the streets of Chinatown, the dome of the City Hall bathed in radiance, flambeaus glowing

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at all the gateways, music and dancing replacing traffic and business, pageantry and pleasure on every hand! Who would not travel half way round the world to gain one glimpse of such a festival?

There will be four of the greatest parades in the history of California from the day of the Indians and Padres to that of a motorized civilization will pass in review. The counties of the state are in rivalry. Entire pageants of other days will be but units in the spectacles of the Jubilee.

—Extract from announcement by Jubilee Committee.

A TRIP TO THE GRAND CANYON

(The following account of her vacation trip was written by Miss Elias at the request of the editor. Other club members also have spent their vacations in ways that would interest the readers of the paper. Won't they please send accounts of them to The Business Woman?—Editor's Note.)

June! The most talked of month in the year. No wonder. Beauty and length of days and Mother Nature at her best in warmth and sunshine, and that was the month I chose for my vacation this year. It was ideal for the Southland and the Grand Canyon. I had heard so many people say that one can see the Canyon in a day and thought I was foolish in wanting to spend a greater length of time there, but my mind was set and once a woman's mind is set, it is rather hard to make her change it. I had been having a most delightful visit with friends in Los Angeles but clung to the thought that my trip would not be complete if I did not go to the Canyon. It is about a day and a half trip from Los Angeles; not at all interesting country to ride through; the Canyon is not even seen as we approach the station. We are escorted up to the hotel—the wonderful El Tovar, so spacious, so comfortable, so delightful; within a few feet of the Canyon itself and yet one has to walk these few feet and stop! Such a sight—breathless and awe-inspiring at the same time. True, one can see it in a day, but to watch it in its different moods and colorings—to get its changes from sunrise to sunset—takes more than a day. I remained four days, taking the Bright Angel's Trail to the bottom, a drop of 5,000 feet, and then taking the auto trips around the rim of the Canyon. The size is inconceivable and the beauty of lights and colors and shadows becomes more vivid and striking and greater as one looks at it.

I'm happy I went and I'm delighted I stayed longer than a day.

Lilian Elias.

A COUNTRY CLUB FOR EMPLOYEES

Announcement recently was carried in the press to the effect that The Emporium had purchased Pastori's Resort, covering about thirty-two acres of land in Marin County, for the purpose of creating an all-year-round country club for its employees. Tennis, golf, swimming, baseball and many other attractions are mentioned in the plans. This is a particularly worthwhile undertaking, one that appeals especially to business and professional women, who will watch its progress with much interest.

CLUB NOTES

By Estelle V. Walker

At the business meeting last week we nominated the following members for delegates to the state convention of Business and Professional Women's Clubs at San Jose, September 10, 11 and 12: Mrs. H. A. Blockburger, Mrs. A. H. Brace, Clotilde Gransky, Margaret Mary Morgan, Mrs. Nell Palmer, Ida M. Reed, Marie Whaley, Mrs. D. R. Withers. Come to the dinner on the 18th and vote for five of them.

Caroline Bachich, who has been ill for the past month, was operated on last week for appendicitis at the Children's Hospital.

Charlotte McClelland, who left last May for an automobile trip in the Northwest, has just returned owing to an accident on the trip. The machine she was in went over a 5-foot embankment on the Columbia Highway and she was fortunate to escape with a few broken ribs and bad bruises. We are very glad it was not more serious.

Our secretary, Alice Jones, is enjoying her vacation at Lake Tahoe.

One of our advertisers, the San Francisco Cooking School, put on a very interesting exhibit during the week of the Home Economics Convention here in San Francisco. Several of our members attended and were so enthusiastic that they want to get up a class of club members to take a course.

While Harriet Sweesey was on her vacation last month she had quite an interesting experience. The members of her party were camping near Garberville, sitting around the campfire and listening to their radio. Tuning in on K.G.O., they heard an appeal for information regarding the whereabouts of a certain family which was camping between Ukiah and Eureka. It happened that the family had been camping next to Mrs. Sweesey and had left that morning so she was able to telegraph K.G.O. where they were going. The husband of one of

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the women in the party had been killed that morning.

We are going to have a card party the end of this month, but it cannot be announced in the paper as the date has not been set. However, you know we still have some prizes on hand from the last party, and it has been decided that we will have another card party, charging 25 cents admission, to see if we can raise the $25 which we are to give to the Diamond Jubilee Committee as our share of the expenses. Of course we could take this out of the treasury, but it is hoped we can get 25 tables of cards so that it will not be necessary to use the money on hand. Special notices will be sent.

Don't forget Crockett. The California and Hawaiian Sugar Refining Company is expecting about 100 people, and we now have over 50 reservations. Those of you who would like to bring a guest might call Miss Holdren at the club and see if our quota has been filled yet. If not, enough guests may go to bring it up to the 100. We leave San Francisco on the Southern Pacific one o'clock ferry to Crockett. This train does not stop at Crockett but the company has made all arrangements for it to make a special stop. You can buy round-trip tickets to Crockett and return the same way, or one-way tickets and return by bus to Oakland and then train to San Francisco. Remember, one o'clock Southern Pacific ferry to Crockett. Make your reservations NOW.

Next week we will have as our speaker, Mr. George K. Rogers who will talk to us on "Shall the American Home Disappear?" That is a subject we are all interested in and it will be "Mammy's" turn again to serve luncheon. No more need be said.

"LIKE SLIPPING INTO YOUR SHADOW!"

The above was said by Marion Hertha Clarke, well-known woman writer, after wearing The CORSE-TWIN. She adds: "You'll be surprised how much lighter, happier, and more efficient you will feel when a CORSE-TWIN becomes part of your day."
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 AUGUST 22, 1925 No. 33

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, AUGUST 25, 1925, at 12:15 P. M.

Speaker: Mr. George K. Rogers.

Subject: "Shall the American Home Disappear?"

The chief of police of Chicago is quoted as saying that if there were a million old-fashioned homes with a million old-fashioned fathers and mothers in them, there would be a decided diminutioin of the "crime wave" in America. That is but one angle of emphasis on the importance of the American home to the American nation. Come and hear what Mr. Rogers has to say on this vital topic.

Chairman of the Day: Mrs. Mabel Pinger.

"Mammy's" Baked Ham to be served.

A GUSTATORY EPIC

(With the usual apologies)

Listen, all of you Club members,
Have you tasted of the lunches?
Have you eaten of the dinners
We are serving at the Club Rooms?

Do you know there's a new order?
Do you know that things are diff'rent?
Have you heard what we are doing?
Listen, then, and I will tell you.

First, about the daily luncheons
Which are served in dainty fashion.
Our Miss Holdren's their constructor,
And she ever plans to give us
Things attractive and nutritious.
Try them once and you will say so.

Next, about the special luncheons.
Here mere words are insufficient
To describe the luscious salads,
Or the corn-bread, or the biscuits,
The desserts or the fried chicken
Which Jemima sets before us.

Then the dinners. If the luncheons
Were beyond my power to picture,
Why attempt to paint the dinners?
Twere a fruitless venture, surely.
So I will not e'en attempt it.
This is all that I will tell you:
Our Cornelia found a French chef,
And 'tis he that cooks our dinners.

Three cheers for Cornelia Farrell!
Through her very kind assistance
It is that we have Jemima,
Also that we have the French chef,
And we call down blessings on her.

And the service of the lunches?
And the service of the dinners?
It is done by our Club members
In a style that's most efficient
And a manner that's most gracious.

Now I ask all you Club members,
Who from dinners have been absent,
And who have sidestepped the luncheons,
Come and see what you've been missing—
Come and see what we are serving—
And you'll say, like Queen of Sheba,
That the half has not been told you.

Oristella Taber.

ECHOES

On December 20, 1842, in the city of Cincinnati, Ohio, U. S. A., Adam Thompson took a bath—in the first bath tub in these United States! This was only one of the interesting facts related by Mr. George B. MacMahon during his discourse on "Sanitation, Ancient and Modern," at the club luncheon, August 11. Stressing the importance of water since the days when nomadic tribes first pitched their camps beside running streams, Mr. MacMahon briefly touched upon the progress made in sanitation since the times when laws were made against bathing.

The Business Woman

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Single copies. ..... .05

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CLUB NOTES

By Estelle V. Walker

Mrs. Nell Palmer is on her way to Crater Lake for her vacation. Amy Sharpe enjoyed herself in Seattle. Mrs. Sexton spent a month in San Diego.

Mrs. A. H. Brace is on a business trip to Lake County and hopes to find time to enjoy the scenery for a while.

All aboard tomorrow for Crockett! The boat leaves San Francisco, Southern Pacific Ferry at 1:00 P. M. Buy tickets to Crockett. There are no round trip tickets to Crockett, the fare being $1.08 each way. Some are planning to go by train and return by bus to Oakland. The return train leaves Crockett at 7:30, arriving in San Francisco about 9:30 P. M. Dinner will be served us by the California-Hawaiian Sugar Refinery Company.

During the week of the Diamond Jubilee we shall keep open house for all visiting club members and their friends. It is hoped that most all who are planning to attend the convention in San Jose the latter part of the week will visit us during the first of the week. A cordial welcome awaits everyone. We would appreciate it if each club would make this announcement to their members.

And now for the Convention. Those of you who have never attended one of these conventions cannot realize what an interesting and well worth-while event it is. You come in contact with women from all over the state who are filled with enthusiasm and who are doing their share in the business world. The program and favors which the San Jose and Palo Alto Clubs have planned are surrounded with mystery, but rumors say they are the best yet and they will surprise us with their speakers. San Jose is only an hour's ride on the train and the Southern Pacific will have installed their fast train service by that time. If you can go for the whole three days or two days, hotel accommodations can be had for $2.00 to $3.50 for a single room, $2.50 to $7.00 for rooms to accommodate two, three or four people The list of hotels is on the Club bulletin board. Reservations should be made as soon as possible. Those going for Saturday only, which is the big day of the convention, can return the same night on the 10:45 train if they wish. Saturday will be the business meeting in the morning, the songfest luncheon, another meeting in the afternoon and the big banquet in the evening. Those going down on Saturday could save money by buying ten-ride tickets so it would be well to let Miss Holdren know you are

going so we could all go together.

We are sorry to report that Alice Quill, second vice-president of the State Federation of Business and Professional Women's Clubs, passed away last week.

Our next meeting is a business meeting. Come and hear what your club has been doing and also come and eat a wonderful dinner like we had last time.

Our speaker last week talked about up-to-date plumbing and some of the old-time ideas of taking a bath. It brought to light an interesting item in that Mrs. Blockberger brought the first bath tub into the town of Blocksburg in Humboldt County. The residents thought it scandalous!

Lydia Johnson spent the week-end in Glen Ellen.

TELEPHONE POLITENESS

(The following extract from a popular publication for the ice cream trade was thought of sufficient importance by Mae G. Cummings of the National Ice Cream Company to be passed along to all office employees of her company. Editor's note.)

In all intercourse over the telephone no armor is so becoming, no influence so great, as a courteous and affable manner. It fosters good will in business.

The manner in which one uses the telephone indicates largely what he is.

Patrons naturally judge the service of a business by the service they receive from it over the telephone. The person who answers the phone is the direct representative of the firm. The memory of his actions, kind or otherwise, may last forever.

Smile over the telephone; the party at the other end of the line will notice it.

THREE LAWS FOR TRUTH

There are three laws against advertising misrepresentation:

First, there is the law of the land—legislation. That has been powerful toward keeping men straight as well as affording a means for the punishment of those who insist upon the crooked path.

Second, there is the law of pride. Liars do not have the respect and confidence of the public, and the average business man is animated as much by a desire for leadership, desire to be somebody in the community, as by a desire for those profits we measure in dollars and cents.

Third and greatest of all, probably, is the law of self-preservation. The business death rate is amazingly high among liars.

—Associated Advertising.

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is a fascinating indoor sport.

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ALL IS WELL.

This was after the lover's quarrel. "I can never forgive you," he cried. "Last night you said I was a lobster."

"But, my dear," she replied, coyly, "you must remember how crazy I am about lobster."

With a glad cry he took her in his arms.

Capetown Caper.

THOSE ARTLESS LITTLE DEARS.

The street car conductor had asked Willie's mother how old he was to be sure he was entitled to a ride free.

"Three and a half," said the mother.

"And Mama's thirty-one," added Willie politely.—Capper's Weekly

NO NEED FOR ALARM

Maid—M'm I just accidentally let the baby's blanket drop out of the window.

Mother—Awfully clumsy of you; now baby will catch cold.

Maid—Oh, no, m'm, he wont. He was inside of it.—The Woman's Viewpoint.

TRUE LOVE

Engine-Driver's Sweetheart—And do you always think of me during your long night trips?

"Do I? I've wrecked two trains that way already!"

"Oh, you darling!"—Tit-Bits (London).

A SCOFFER

"Well, sonny, announced Dr. Diggs, "I've brought you a little baby sister."

"Take her back," ordered the small boy of the family, who had just suffered an affair of the heart"I'm offa these women for life."

American Legion

WHY SPOIL THE WEDDING

Bridget: Oi say, Pat, why do they have so many young groomsmen and bridesmaids at the fashionable weddings in heigh life, Oi want to know?

Pat (astonished:) Yez dont know thot, Bridget Muldoon! Shure, it is that if the groom dont turn up thur'll be somebody for the bride to be married to, onyhow.

—Pearson's Weekly. (London)

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The above was said by Marion Hertha Clarke, well-known woman writer, after wearing The CORSE-TWIN. She adds: "You'll be surprised how much lighter, happier, and more efficient you will feel when a CORSE-TWIN becomes part of your day."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 AUGUST 29, 1925 No. 34

Weekly B&P WC *Program*

DINNER

Price Ninety Cents

TUESDAY, SEPTEMBER 1, 1925, 6:15 P. M.

BUSINESS MEETING

The members who attend the business meetings regularly say they wouldn't miss them, for these meetings afford greater opportunity for personal contact with other members, there is less formality and so more freedom, and old friends and new have a chance to chat and laugh before the business session convenes. Incidentally, there are always interesting club matters to discuss during that session. Come and take part.

"THE SWEETEST STORY EVER TOLD"

That is the sub-title of the film prepared by the California-Hawaiian Sugar Corporation to show the process of sugar production from the cane on the plantations to the finished article, but there is a great deal more to the story than the saccharine part, important though it is. There is the efficiency of operation, the cleanliness of surroundings, the care in manufacture, the courtesy of employees, the interest of employers in subordinates, the high ideals, that go to make up a splendid whole.

On Saturday, August 22, seventy-five members of the San Francisco Club of Business and Professional Women and twenty members of the Richmond Club were guests of the California and Hawaiian Sugar Refining Corporation at Crockett. Through the courtesy of the Southern Pocific Company special rates were made, and the San Francisco Club members enjoyed the trip in a private car attached to the St. Louis Express, joining the Richmond Club members, who motored up, at Crockett.

Upon arrival at the refinery the party was divided into groups of six, each group being conducted through the plant by an employee of the company who carefully explained the process in detail and patiently answered questions with unfailing courtesy. The plant occupies nine stories, and upstairs, downstairs, outdoors and in, went we to learn how the thick stalks of cane become the white and glistening product taken so much for granted by the average individual. Gaze upon it hereafter with respect for it is a much traveled article.

The Matson Navigation Company's ship, the Wilhelmina, was tied up at the dock, and the 125-pound sacks of raw sugar were moving in a continuous line from her held into the plant. Not far from the incoming sacks ran a steady stream of 100-pound sacks of refined sugar on their way to shipment or storage. The sugar arrives in Crockett in brown crystallized form, the extraction of the juice and the other processes necessary to produce the raw sugar being carried out in Hawaii. It was this raw sugar that we followed through the process of washing, melting, filtration, crystallization, drying, packing and sorting. Space does not permit details of the different departments, the numerous labor-saving devices, the light, airy, clean workrooms, the care taken in testing, the big warehouse, the spur tracks permitting shipment of 70 carloads of sugar a day. One group of visitors was so fascinated by the "human intelligence machine" or "the machine with a college education" that the guide almost had to use force in order to continue the trip. There was some justification for this fascination though, for this machine, used in packing powdered sugar, opens with its uncanny iron fingers a flat paper carton, seals the bottom, inserts a paper lining, tamps the sugar in so that the box is properly filled, folds the top of the paper liner, and closes and seals the top of the box, all without touch of a human hand. Incidentally from the time the raw sugar enters the refinery until it emerges from the com-

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pleted process, no hand touches it.

After the completion of the inspection of the plant, the guests were shown the grounds, beautifully planted, the clubhouse for all the women and girls in the town, regardless of whether or not they are connected with the refinery, the hotel, the men's club with its fine swimming pool, the tennis court and the auditorium, all maintained by the company. Mr. Edwards, host for the company, made a cordial speech of welcome and later explained the film as it was shown.

In her acknowledgment, Dr. Hamilton emphasized the great interest of the club members in the welfare work being done by the company for its employees, making special reference to the attractive women's club house. The interest of the employers in their employees was reflected in the atmosphere of good will, which was apparent, and by the interest which the employees seemed to take in their work. Dr. Powell, president of the Richmond Club, expressed appreciation of its members and complimented the company on the fine work it was doing.

An excellent dinner, beautifully served in the auditorium, ended an eventful day. Small boxes of sugar served as favors, and in addition each guest received an attractive booklet, "Something about Sugar." A particularly pleasing touch was the centerpiece on the table at which sat the host and his wife and the two club presidents. This consisted of a goldfish aquarium mounted on a dais made of different kinds of sugar. At the close of dinner a rising vote of thanks was tendered the company and its representatives.

The concensus of the guests on the train speeding toward San Francisco was that the trip was one of the most instructive, interesting and pleasant outings that the club ever had made. In addition, many announced their determination never to complain again about the price of sugar and always to demand "C and H"!

Ethel Jones.

ECHOES

Anyone who is a little rusty on California history missed a chance to brush up if she failed to attend the dinner meeting of August 18 when Judge Fletcher C. Cutler, Grand President of the Native Sons of the Golden West, delivered a stirring address. The Judge paid a glowing tribute to the founders of the state and painted a glowing picture of its future destiny.

NEW SPECTACLES AND COLOR MATCHING

No longer need a clothing store salesman take a suit to the window to show the prospective customer the effect in daylight, or even turn on a special light. Instead he will soon be able to hand the customer a pair of daylight spectacles which have been invented by Dr. Hermann Weiss of Vienna. Already they have come into wide use in laboratories in the textile, paper and dye industries, where it is often necessary to judge color of solutions. They are of blue glass which absorbs some of the yellow rays in which the ordinary incandescent lamp is rich but which are not present in such abundance in sunlight.—A. I. E. E. Journal.

CLUB NOTES
By Estelle V. Walker

The following delegates to the convention of Business and Professional Women's Clubs at San Jose, September 10-12, were elected at our dinner last week. Mrs. A. H. Brace, Clotilde Grunsky, Margaret Mary Morgan, Mrs. Nell Palmer, Mrs. D. R. Withers.

We had the pleasure of welcoming two out-of-state friends this week. Miss Amelia C. Roehner and friend from the New Haven, Conn., club and Mr. and Mrs. M. L. Goble of the Muskogee, Okla., club. Mr. and Mrs. Goble were walking up Market Street on their way to the Emporium and happened to see our sign on the door and couldn't pass without saying hello.

Rose Bates, president of the Los Angeles Women's Advertising Club, is getting up quite an automobile caravan to attend the convention.

At our last meeting we sold fifty of the Diamond Jubilee coins and could have sold more.

Our next meeting will be a luncheon and it promises to be a very attractive one. F. E. Tomlinson, official photographer of New Zealand, is going to show us some views of his interesting country. It is hoped we will have a large crowd as it is Jubilee week and we expect many out-of-town guests. Come and help us entertain them. Then, too, its Mammy's turn to serve luncheon again. 'Nuff said.

I am sorry not to have the program of the convention for this issue but it is not yet ready for publication. All I can say is that Thursday will be San Jose day and besides the meeting they plan to take us on a fine automobile trip. Friday is Palo Alto day.

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Luncheon will be served by them, and we will have a ride through the University of Stanford, out to the United States Hospital and other points of interest down there. I told you last week that Saturday was the big day. It is hoped that many of our members will be able to attend all three days if possible—if not, two days are better than one and one day is better than none.

Our card party on Thursday, the 20th, was small but I am told everyone had a delightful time. There were six tables of bridge and four of whist. The gate prize was won by Mrs. Chalmers, president of the Soroptimist Club. Ten prizes were given for the games, one to each table.

SUGGESTION FOR AN OUTING

Our busy member, Mrs. A. H. Brace, has suggested in a letter to The Business Woman that a trip to the so-called Mystery House on the Winchester estate three miles west of San Jose would be an enjoyable outing for the club members to take some time. The house is said to contain 160 rooms, gold and silver chandeliers, electric and hydraulic elevators, queer stairways, trapdoors, secret passage ways, and numerous other interesting features. The place was built under the direction of the late Sarah L. Winchester because of a message from the spirit world, so the story goes, that her life would last as long as she could hear the sound of the hammer. As long as she lived there was building of some kind going on in the great ramshackle structure.

Mrs. A.: Does your dog ever growl?
Mrs. B.: No; he knows that my husband has him hopelessly outclassed.—Boston Transcript.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 SEPTEMBER 5, 1925 No. 35

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, SEPTEMBER 8, 1925 AT 12:15 P. M.

Speaker: MR. F. E. TOMLINSON

Subject: "THE LITTLE KNOWN BEAUTIES OF NEW ZEALAND"

Mr. Tomlinson is the official photographer of New Zealand and will illustrate his discourse with views of the scenery of that interesting country. The Program Committee considers itself extremely fortunate in having been able to take advantage of Mr. Tomlinson's presence in San Francisco and give club members this opportunity of enjoying a New Zealand travelogue.

Chairman of the Day: Mrs. Louis O'Hara.

THE SIXTH ANNUAL CONVENTION

By Z. CLEMENTS

President, California Federation of Business and Professional Women's Clubs

On Thursday, Sept. 10 at 2 P. M. in the Scottish Rite Temple, San Jose, the sixth annual convention of the California Federation of Business and Professional Women's Clubs will be called to order.

This will not be the start of the program, however, for in the morning after the delegates have had an opportunity to register they will be taken on a motor trip through the beautiful Santa Clara Valley, returning in time to participate in the first round table luncheon to be held at convention headquarters at 12 noon.

At this convention we have one decided advantage in that registration, luncheons, meetings and even the banquet are all held under the one roof —everything except the Palo Alto luncheon which takes place in the beautiful grounds of the Castilleja School at Palo Alto. San Jose has been generous in the matter of providing automobiles for the transportation of the delegates to Palo Alto. Even the traffic squad has been pressed into service and promises escort so that no time may be lost en route between the two hostess cities.

The program is printed elsewhere in this issue, but we can assure you it is impossible to convey in a printed program much more than a hint of the interest and pleasure it holds in store.

In the first place there is the delightful enthusiasm of the attending members and particularly of the San Jose Club. Every member is a booster for San Joes, the convention, the Federation and the San Jose Club. Such enthusiasm is catching, and when a band of San Jose boosters gets started the response is spontaneous. Plenty of music has been provided and the fun will wax fast and furious, but this is the lighter side of the convention and there is another side.

Exceedingly clever speakers who have a message of interest to the business and professional woman will merit our careful attention. Miss Amy Cryan of Mills College, whose knowledge is not only of work in our country but of England and Ireland; Elizabeth Snell of Stanford, who brings to the vocational field a wealth of practical experience; Mrs. Esther Schneider, Executive Secretary of the Camp Fire Girls—she knows girls, their problems and their needs; Mrs. George A. Rigg, whose civic experience fits her to speak authoritatively upon her subject; Mr. H. D. Maloney, the only man on the program, will give us practical suggestions in the matter of keeping fit and avoiding "dangerous curves," and Miss Sue Brobst, one of our own members from Los Angeles, knows and enjoys parliamentary law so well that she can make it interesting even to the layman.

In planning our program we have devoted ample time to the particular problems that interest us in our club work as well as in our work in the business and professional world. Saturday afternoon will be practically a members session. Come and bring your club problems.

It is well that we should thus gather together, and in this gathering together we have not only the benefit of the best thought of many minds but the pleasure that comes from good fellowship. It enables us to form a statewide acquaintance and in so doing we are forming a statewide agency for co-operation and educational development that will make for better progress in our chosen field.

We invite you all to visit with us at San Jose, Sept. 10, 11 and 12. This is an opportunity that comes but once a year and one that with each succeeding year brings to us all greater pleasure, greater benefits and better understanding.

The Business Woman

Published Weekly, 575 Market Street
San Francisco *Telephone, Kearny* 3416
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Single copies. ..... .05

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PROGRAM

SIXTH ANNUAL CONVENTION
of the
CALIFORNIA FEDERATION
of
BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

Scottish Rite Temple
San Jose, California
September 10, 11, 12, 1925

"COME, LET US REASON TOGETHER"

Thursday Morning, Sept. 10, 1925

9:00 A. M. Registration of Delegates
10:00 A. M. Automobile ride for visiting delegates
10:30 A. M. Meeting of the Board of Directors—Scottish Rite Temple
12:00 M. Round Table Luncheon, Scottish Rite Temple
"BOOST YOUR JOB"
Chairman—Rosalind Bates
2:00 P. M. DeMolay Hall, Scottish Rite Temple
Presiding
Zulu Clements, J. Frances Emans, Flora Belle Nelson
Call to Order
Assembly Singing—"America, the Beautiful"—Led by Florence Stahl
Invocation
Address of welcome—Adeline Coyle, President Business and Professional Women's Club of San Jose
Response—Flora Belle Nelson

Reports of Convention Committees

Credentials—Dr. Helen Shelley; Program—S. M. Chalmers
Minutes
President's address—Zulu Clements

Reports of Officers

First vice-president—J. Frances Emans; Second vice-president—Flora Belle Nelson; Recording secretary—Josephine V. Endert; Corresponding secretary—Violet Neuenberg; Treasurer—Clara Morgan; Auditor—S. M. Chalmers

Reports of Committee Chairman

Finance—Ada Margaret Brayton; Research—Mildred Roberts; Constitutional organization and ethics—F. Josephine Stevenson
Music
"Dangerous Curves"—H. W. Maloney
Public Health Chairman—Dr. Minerva Goodman
Club reports
8:00 P. M.
Music—Orchestra
Report of educational chairman—Amy Cryan, Melva Latham
Soloist—Juanita Tennyson
Accompanist—Elizabeth Snell
Report of vocational chairman—Lillian Hall
Club Reports

Friday Morning, Sept. 11, 1925
Scottish Rite Temple, DeMolay Hall

9:00 A. M. Automobile trip to Palo Alto, visiting Stanford University and Base Hospital
12:00 M. Round Table Luncheon at the grounds of the Castilleja School, Palo Alto
Presiding Ada Margaret Brayton
"The College Education vs. the University of Hard Knocks"
1:30 P. M. Return Trip to San Jose

2:30 P. M. DeMolay Hall, Scottish Rite Temple, San Jose

Assembly singing

Report of Credential Committee—Dr. Helen Shelley

Minutes

Reading of Resolutions—Alida Lewis Barrett

"How We Can Co-Operate with the Girls of Our Community"—Mrs. Esther Schneider

Reports of Chairmen—
Social and Industrial Relations—Orfa Jean Shontz; Economics Grace S. Stoermer; Southern District—Lloy Galpin; Northern District—Anna D. Duffy; Central District—Margaret G. Horton

Soloist—Leda Gregory Jackson

8:00 P. M. Music—Orchestra

Report of Membership Chairman—Caroline Nunlist; of Publicity Chairman—Camilla Morgan

"The Business Woman in Civic Affairs"—Mrs. George A. Rigg

Soloist—Violet Cowger

Report of Legislative Chairman—Harriet P. Tyler

Club reports

In Memoriam

Saturday Morning, Sept. 12, 1925

Scottish Rite Temple, DeMolay Hall

BUSINESS SESSION

9:00 A. M. Assembly singing
Reading of collect
Minutes
Credential report—Dr. Helen Shelley
Report of Resolution Committee
Amendment to By-Laws
Report of Nominating Committee
Election of officers
Unfinished business
New business

12:15 P. M. Round Table Luncheon—Scottish Rite Temple

"Music Hath Charms"

Chairman—Zanette W. Potter

2:00 P. M. Assembly singing

"Humanizing Parliamentary Law"—Sue Brobst

Symposium—Club Homes, Club Rooms, Club Houses—"Club Homes for Business Girls and Business Women"—Mabel O'Rourke; "Dining Out"—Lillian Hall; "Club Room Problems"—Josephine K. Rice; "A Club House as Income Property"—Bird Wilson; "A Home for Clubs"—Mrs. Edward Dexter Knight

Music

"The Federation's Departments—How They Can Serve You"—Discussion led by Mrs. George L. Winter

Club reports

6:30 P. M. Banquet—Scottish Rite Temple

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CLUB NOTES

By Estelle V. Walker

Welcome to San Francisco for the Diamond Jubilee. We expect you to make our Club your headquarters.

Florence Attridge has been vacationing in Los Angeles, Evelyn Blackman at Auburn and Marie Whaley somewhere in California. By the time this item is published they will all be back at their desks.

Saturday, Sept. 5, is San Francisco Day at the Sacramento State Fair. A delegation of club and business men and women will leave here at 8 A. M., Southern Pacific, arriving at Sacramento about 11 o'clock. It is hoped that a large crowd make this trip as it not only advertises San Francisco but also the Diamond Jubilee. Each club has been asked to send a delegation. Dr. Hamilton and Mrs. Brace are going. Can you go? If so, be at the Southern Pacific ferry in time for the 8 A. M. boat. You will arrive back in San Francisco at 7 P. M. in time for the opening ball.

Our decoration committee for the Jubilee is in charge of Miss Weed, Mrs. Miller and Nettie Smith. The reception committee will have to work hard during the week, and the President has asked each and every member of the Club to give one day to the hostesses. This is your club and the visiting friends are your company so be on hand to see that they are properly taken care of. A cafeteria luncheon will be served every day.

Last Wednesday evening our President was the invited guest of the Oakland Business and Professional Women's Club at a most interesting and enthusiastic meeting. The reports of their delegates to the convention of the National Federation of Business and Professional Women's Clubs at Portland, Me., was given and was interesting from start to finish. There was a delegation from San Jose who came up to enthuse the Oakland members in their convention. There was some community singing that deserved praise. Dr. Hamilton reported the evening as a most delightful one.

Have you seen the September issue of Good Housekeeping? If not, it might be worth your while to buy a copy and read the articles on the "Eight Hour Law" for women. It gives both sides.

Our next meeting, the 15th, should draw a large crowd as Mrs. Parker Maddux is to report to us on the outcome of the International Conference of Pacific Relations which was held recently at Honolulu. Do you remember the list of subjects which were to be discussed. Be sure and come to hear this. It is a dinner meeting, with a very interesting woman speaker who presents her subjects in a most enjoyable manner.

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VOL. 2 SEPTEMBER 19, 1925 No. 37

Weekly B&P WC *Program*

LUNCHEON

Price 75 Cents

TUESDAY, SEPTEMBER 22, 1925, AT 12:15 P. M.

Speaker: MISS JOHANNA HEIM

Subject: "PERSONAL IMPRESSIONS OF MEXICO"

To many of us Mexico means high-peaked sombreros and gaily colored serapes, spirited fandangos in the plaza, quaint adobes festooned with scarlet peppers—a land of fascinating romance; to others a land of shifting governments, of mounted bands of marauders, of strange happenings, a place to stay away from. Mexico has an intensely interesting history; its struggles as a young republic will be not the least thrilling of its chapters. To have one of our own members tell us of her observations during a recent visit to our southern neighbor will double the charm of a very attractive subject.

In keeping with the program, a special Mexican luncheon will be served. Consider the cook and make your reservations early!

Chairman of the Day: Miss Cornelia Farrell.

GOAL—500!

Member—a part of a whole. So runs the definition. The "parts" of the present club membership "whole" number 250, and for a Business and Professional Women's Club in a city like San Francisco that is not enough. But if each "part" would secure one other 'part," the membership "whole" would be 500, and that, according to Ida J. Lord, able chairman of the Special Membership Committee which has set that number as its objective, is the total needed to give the club a firm financial footing and to help it reach the place such a club should rightfully occupy in a city of this size.

In the past the club members have shown a splendid spirit of co-operation, and at various times have raised substantial sums of money for the club's treasury. With a membership of 500, funds raised through theatre parties, fairs, card parties and similar activities could be used to foster some of the projects which, by their nature, come particularly within the scope of a club such as ours and which, since its inception, have been very dear to the hearts of the majority of the members. To support a Vocational Bureau; to provide a Scholarship Fund which would help a young girl through business college; to maintain a Welfare Fund out of which to help a business woman temporarily "down on her luck" or to lend a helping hand to an elderly, untrained woman forced to earn her own living; to enlarge the scope of the Christmas Cheer Fund—all of these are particularly worthwhile plans which have been discussed from time to time, and some have been put in practice on a small scale. But they should all be a permanent part of the club on as large a scale as befits such a club in such a city. Increased membership will do it!

In the city of San Francisco there are many business and professional women who are not members of the Business and Professional Club but who should be. Most of them are straight-thinking, efficient women who would be interested in an organization with a progressive program. To these women the club will have to be "sold," and the club's own members will have to be the sellers! If every member who reads this message will canvass the benefits she herself has reaped from her membership—the making of a new friend, the forming of a new business connection, the broadening of viewpoint through contact with other minds, the healthful exercise with the dancing class, the new field of study opened up through attendance at one of the lectures, the added knowledge of current events made possible by the various speakers, the fun of shedding dignity on jinks nights—she will find that she has plenty of "selling" arguments gained from personal experience to add to the other talking points on a progressive program.

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Remember, too, to add to your arguments that of the new quarters we expect presently to inhabit in the Woman's Building. It is reported that all the bonds have been sold and that construction will soon be under way. That means that the club will have attractively furnished headquarters in the modern building, open day and night, and in a center of women's activities.

We women of the West are apt to pride ourselves on our enterprise, but we shall have to work hard to equal the records set by some of the Eastern clubs described by Miss Wilkin in her letter. We will have to work doubly hard to realize that special dream of owning our own club house.

The Special Membership Committee is composed of some of the ablest women in the organization under a most efficient leader. They are working hard and will continue to bend every effort, but they must have support and that support must come from the club members. If you believe in your club, if you have received any benefits from your membership, then tell some other women about it.

"Every member get a member!"

REGISTER AND VOTE

CLUB NOTES
By Estelle V. Walker

Last week at our Jubilee luncheon we were glad to welcome Miss Smith, the president, and four other members of the San Diego Club. We were glad to have them as our guests on Wednesday to see the Admission Day parade. We hope they will visit us again.

We also had as our guest last week Mrs. Clark, president of the Salinas Club. On Wednesday Mrs. Frances Manning, editor of The Spokesman, San Jose, and her mother

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Mrs. M. Messersmith, were our guests for the parade. We want them to know the latch is always up for them when they are in town.

It seemed good to have Augusta Aelxander with us again. It has been many months since she has been able to attend our meetings and we hope she will come often now.

Everyone had a fine time at San Jose. I won't say anything about it here as our delegates will make the report, but I thought you might be interested in knowing that about twenty of our members attended, most of them for Saturday only.

Our next meeting, a dinner, we will have Mr. T. A. Rickard, a writer, editor and engineer, who will talk to us on the present situation in Africa from a political standpoint as well as some of the social aspects. Mr. Rickard is well known throughout the country and we are very fortunate in having secured him for a speaker. Be sure to come and hear him.

The Club extends deepest sympathy to Jennie Hoyle in the sudden loss of her mother.

Those members who were downtown Saturday night of the Jubilee Week and did not drop into the club rooms missed a jolly time for Mae Shannon kept open house and entertained a large number of members and guests all evening.

DRAMATIC SECTION will meet next Tuesday evening, Sept. 22nd at 7:30 P. M., at the residence of Miss Clotilde Grunsky, 2472 Union Street. You are welcome, come.

JOIN THE RESERVE CORPS!

If you ever feel temptation
Not to make a reservation,
Recall September 8th and phone in time.
Reservations less than thirty—
Members present, more than forty—
And the doings that ensued were sure a crime.

Officers behaved most sweetly;
Gave their places up; completely
Went without lunch or got it somewhere else.
But e'en so, their abnegation
Did not save the situation;
There were others lunched by tight'ning up their belts.

Food provided was for thirty.
How could we stretch that for forty?
Our Jemima did her best for us, she did.
But, alas, her fancy dishes
Were unlike the loaves and fishes,
For the more we served the less we surely had.

So in spite of all temptation,
Don't neglect your reservation,
And be sure to make it always in good time.
And remember, oh remember,
That lunch served on 8th September,
When the number that went hungry was a crime.

—ORISTELLA TABER.

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THE NATIONAL CONVENTION
Part II

(The concluding installment of an extract from a letter to Mrs. Estelle V. Walker from Miss Mae B. Wilkin, who attended the recent convention of the National Federation of Business and Professional Women's Clubs at Portland, Me.—Editor's note.)

Another advertising feature was presented at the Federation—eight girls from West Palm Beach, Fla., all dressed alike in a light blue, not denim but a smoother material of about that texture, and lettered on it in white paint were advertisements of everything from real estate to beauty shops, on hats, stockings, sleeves and all. Rates: $50 for front or back of skirt, $25 for each side of waist, $10 for a sleeve, $5 for a stocking, $2.50 for brim of hat (they wore sport hats). And here is what they made: enough to pay all the expenses of the eight girls to the convention and put $2,500 in their club fund!

In Maine for the state publication all clubs secure ads and send notices. When the club fails to get in its notice, a blank space appears with a "?". It has good effect.

The Bragdentown, Florida, Club charges $17 initiation fee; $5 for the Federation pin, $1 for the Independent Woman, and balance in sinking fund for club house. This is a new club.

The circulation of the Independent Woman will be very much increased after July, 1926, for then an amendment to the by-laws will provide for the payment by the clubs to the National Federation of $2 per capita, $1 for dues and $1 for the Independent Woman.

As to the social functions, there were many, and I think I missed nothing, even to the point of some special trips and being a special guest at the breakfast of the Tennessee delegation.

Florida had palm trees all around their table. All of the clubs kept their yells and songs going. Then there was the Emblem breakfast. Only those wearing the emblem could attend. At Peak's Island we had a clam bake—along with lobsters. Then the big birthday luncheon when more than 2,000 sat down, and the banquet. Judge Florence Allen was the speaker and made a wonderful talk. There was another 2,000 or more present. Finally the Prankfest at Old Orchard—not quite the success of former affairs of the kind because the pavilion at Old Orchard was not suitable; the members could not do justice to their programs, but it was all good.

Of course the charter presentation to the new clubs was most beautifully carried out. The spirit and the atmosphere of the entire convention was a most happy one.

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SPECIAL COLLECTIONS

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San Francisco Business and Professional Women's Club

VOL. 2 SEPTEMBER 26, 1925 No. 38

Weekly B&P WC *Program*

DINNER

Price Ninety Cents

TUESDAY, SEPTEMBER 29, 1925, AT 6:15 P. M.

Speaker: T. A. RICKARD

Subject: "THE PRESENT SITUATION IN AFRICA."

A leading mining engineer, an authority in his field, Mr. Rickard recently returned from Africa well equipped to discuss that great continent, from both an economic and social viewpoint, for he is also a journalist and a world traveler, well informed on the important questions of the day, familiar with national and international problems. For many years Mr. Rickard was editor of "Mining and Scientific Press," and he is now contributing editor of "Engineering and Mining Journal Press." He is the author of many well known books on scientific subjects and on the technique of writing.

Music: Miss Katherine Cresoveri, contralto soloist. Radio listeners-in who have had the pleasure of hearing Miss Cresoveri sing over station KFRC now will have an opportunity to greet her in person.

Chairman of the Day: Mrs. Inez J. DuGuid.

REGISTER AND VOTE!

To the Club Members:

On October 3 next the registration of voters will close. It is quite unnecessary for me to remind the members of this club to register; or those who have moved since the last election to re-register. I know that at the close of registration our club will have a 100 per cent record, just as it always has had in the past. There is, however, another side to the question that I wish to bring to your attention. You will all agree with me, I believe, that to vote is part of the duty of every citizen, and that as good citizens our obligation does not cease when we have registered and voted but that we must see to it that every man and woman of our acquaintance realizes the same obligation of citizenship.

Not long ago a young man of my acquaintance attained his majority. "Now you can vote!" said I in the course of my congratulations. "I don't think I shall register," he replied to my astonishment, for he is an intelligent young man. "Why?" I demanded. "Well," he said, "I don't know anything about the issues and I don't know the men who will run and so it seems like a foolish proceeding." There are many more people, some of them older than that boy, who are in the same class. They are the ones who stay away from the polls; they are the ones who make it possibile for dishonest politicians to succeed in their schemes because the latter see to it that their followers register and vote—as early and as often as possible; and frequently the voices of those who fail to vote are loudest in the chorus of complaints against the existing government.

The woman who lets her husband do her voting, the woman who is "not interested in politics," the woman who does not "believe in women mixing up in politics," the man who says, "Oh, they don't need my vote," the man who "intended to register but forgot about it," the man who is perfectly willing to "let George do it"—at one time or another you have met them all—these non-voters and others like them are the ones whom we, as good citizens, must try to influence to realize their responsibility and take an active part in the administration of their city, their state and their nation.

We may not be our brother's keeper; but at least we can try to see to it that our brother—and his sister—votes.

It is my hope that you will do your part in this work in the same spirit of co-operation that always has been manifested by the members of this club in any worth while cause.

Susan Harrison Hamilton,
President.

The Business Woman

Published Weekly, 575 Market Street
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THE JUBILEE WEEK LUNCHEON

Have you booked passage for New Zealand yet? That is what most of the guests at the luncheon Sept. 8 wanted to do after Mr. Tomlinson, the official photographer of New Zealand, had exhibited fascinating pictures of tattooed chiefs and Maori beauties, of "hongi," the custom of rubbing noses, of 12,000-ft. snow-capped peaks, of geysers, of places with fascinating names like Doubtful Sound and Preservation Inlet, of the Fiji Islands and other romantic spots.

Two other features combined to make the luncheon a specially delightful one. One was the costume worn by Dr. Hamilton, a replica of one of the gowns worn by her mother, a pioneer. The other was the particularly attractive and appropriate decorations, for which much credit is due Miss Weed, Mrs. Miller, Miss Nettie Smith, Miss Nettie Libbing, and all the others who co-operated with them.

THE PACIFIC RELATIONS CONFERENCE

Tantalizing glimpses of the mental attitudes of other nations; interesting sidelights on another people's point of view; three Japanese wives who could say nothing in the presence of their husbands; the earnestness and sincerity of the men and women who met to discuss problems which, to a greater or less degree, affected the nations of all of them; the idealism, self-sacrifice and singleness of purpose of "Jimmy" Yen, a young Chinese who has succeeded in compressing the formidable Chinese alphabet to a size which will enable the great illiterate mass of Chinese to read and write and who is working toward that end; and the repeated assertion that "something must be done about China!" These are but high lights of Mrs. Parker Maddux's stimulating discussion of the Pacific Relations Conference at the club meeting September 15. The interest aroused is best expressed by one of the members who said, "I wanted to ask her if she wouldn't come back again and go right on from where she left off."

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A "HUMAN INTEREST" PUBLICATION

There has recently appeared in local circles a publication of some importance which is being widely read. It is a weighty volume, covering human affairs from a to z, orderly in arrangement although unfortunately not always wholly dependable as a reference book. The central idea is sometimes difficult to get and then, occasionally, wrong.

It is especially to be commended to San Franciscans on account of its local color—many of the leading citizens may be readily recognized among the characters portrayed. Glimpses of the early days gleam through its pages in such passages as that beginning "Argonaut Club, Argonaut Hotel, Argonaut Laundry," with the pungent color of the Orient adds its own peculiar charm. Listen to the fine eloquence of this chapter which begins like a bit from Confucius: "Chow Wah Ngok, Den Leung Ding, Fung Wah, Gin Quong, Hoo Suey Yow and the Republic Noodle Factory." This profound truth must find a wide acceptance among the thoughtful.

The author often seems to break spontaneously into rhyme. Beginning with "Jones, A. A." on page 162, for instance, there is a lengthy passage which has a definite rhythm, running, "Jones, Jones, Jones, Jones," in a sort of singing cadence which has a peculiar charm. The one criticism which may be fairly offered is that the author has allowed this mannerism to lead a style, which is usually one of beautiful clarity, to become in places monotonous. In the famous chapter devoted to the Smiths, for instance, we find five columns in which this word alone is used. How much more striking would it be, were to vary the order and in place of following "Smith, John," by "Smith, John A.," to insert some reference to "Zabriskie, I. H." between the two. We believe that this would call forth heartfelt comment from the critics.

Let us not be too captious, however. In this book you will always find a friend. Nay, more, you may even find in it yourself, if you search diligently. And if perhaps it classify humanity a bit arbitrarily by number, and even if occasionally this number be wrong, let us not complain; it will teach us in the end that highest of human virtues—the power to wait and to wait patiently.

The book is published by Miss Bell Telephone.

—Clotilde Grunsky.

Two colored men were standing on the corner discussing family trees.

"Yes, suh, man," said Ambrose, "I can trace my relations back to a family tree."

"Chase 'em back to a family tree?" said Mose.

"Naw, man—trace 'em—trace 'em—get me?"

"Well, they ain't but two kinds of things that live in trees—birds and monkeys—and you sho' ain't got no feathers on you."—Western Christian Advocate.

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CLUB NOTES
By Estelle V. Walker

We were glad to have as our guests at last Tuesday's meeting Miss Woodall, President of the Berkeley Club, Mrs. Guber, President of the Oakland Club, and Mrs. Howe of the Honolulu Club.

On Saturday evening, September 26, the Berkeley B. & P. W. Club will celebrate its birthday with a dinner to be held at the Twentieth Century Club at 6:45 P. M. Will those who can go please phone Miss Holdren not later than Friday. Take the Key Route Ferry, Berkeley train, off at Alcatraz where you change to street car, off the car at Derby Street and walk toward the hills about half a block. Dinner will be $1.25

Mrs Cosgrove has closed her store on Geary street and is now located at 815 Clement Street.

Mrs. Anna Little Barry has returned from the East where she attended the convention of the National Federation of Business & Professional Women's Clubs and also took a course at Columbia University. She is doing some work now at the University of California in the form of lectures on "Persons and Places"

We have had two visitors at our daily luncheons this week—Miss Hennen of Glasgow, Scotland, who has been in this country only two months, and Mrs. Whitty of Spokane, Wash., a former president of the Washington State Federation. We are in hopes of keeping Miss Hennen, while Mrs. Whitty expects to locate in Oakland.

Our President was appointed on the World Court Committee, which was formed for the purpose of acquainting everyone with the aims and purposes of the Court, and attended the luncheon last Monday at the Commercial Club Chester Rowell is the chairman of California and presided at this meeting.

"Our" supervisor, Margaret Mary Morgan, has been appointed by the Mayor as chairman of the Women's Division to welcome the flyers on Thursday. Our club will be represented by Dr. Hamilton at the speaker's table at the tea to be given that afternoon by the San Francisco Center, and a table for ten has been reserved for our own members.

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San Francisco Business and Professional Women's Club

VOL. 2 OCTOBER 3, 1925 No. 39

Weekly *Program*

B&P WC

DINNER

Price Ninety Cents

TUESDAY, OCTOBER 6, 1925, at 6:15 P. M.

BUSINESS MEETING

This session promises to be more interesting than usual—and all the club business meetings are interesting—because the club's delegates to the state convention are to make their reports. Dr. Hamilton has requested that each delegate report on a certain phase of the conference, so that the presentation of the different problems promises much food for thought and discussion.

Don't forget that the cook wants to know that you are coming!

BLIND ALLEYS

By Elizabeth Livermore

Few of us find the particular niche into which we fit in the world's work, until we have "muddled through" many different kinds of adventure in our effort to be useful and happy. Perhaps part of the secret of this situation lies in the fact that although, as a nation, we have the most advanced program of free public education in the world, statistics show that only 8 per cent of all of the young people in our country graduate from our high schools. During the last seven years we keep only one-third of the students in the elementary and high schools. The other two-thirds drift out into industry unprepared for any definite job in life. We train for the professions, but these statistics show how few comparatively, become professionals, and yet we know that the great majority of human beings face the daily necessity of earning a living in some productive way. What are we doing or these young people?

Vocational courses have been introduced during the last few years into all of our public schools in an attempt to try and meet more fully the needs of all of the children, in training them for industry. The Smith-Hughes Act of Feb. 23, 1917, makes federal money available—matched dollar for dollar by state or local funds—for vocational education in agriculture, home economics, trades and industry and part time education in secondary schools. Every state has now accepted the provisions of this act, and in California alone 44,098 students are receiving instruction in the trades and industries, as compared with 944 in 1917 when the Smith-Hughes Act was passed.

All this shows that we are realizing our shortcomings of the past, but even though we are now providing for training along definite vocational lines, who is going to help the boy and girl decide which trade offers the best advancement, best working conditions, steadiest employment in his or her particular locality, and highest ultimate reward financially? The boy on the fence, at the cross roads, with his back to the distant school house, looking down the roads that lead in any number of different directions—not knowing which one he will take—presents a grave problem in our life today, and one which we must try and solve. Vocational *information* and guidance is what he needs. But who will give it to him? Another boy who has just landed a well-paying job, the chief merit of which is that he "does not have to do much," or an unscrupulous employer who makes roseate promises for the future in order to get an immediate employee at any price?

As business and professional women we all too often see the results of such mifits in the work-a-day world! Perhaps we once ourselves were such misfits, while we were helplessly floundering around in this bewildering world of vocations, business, arts, professions, jobs! Blind alley jobs? Yes, of course there are such! But are there not also blind alley persons, those who are contented to take things as they find them—the benefits as well as the hardships—without contributing an

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ounce of energy or effort of their own to the improvement of the conditions in which they may find themselves? The desire to leave the world a little better for those who come after us, in our offices, our factories, our churches and all other organizations where human beings meet to do the day's work, is a primitive instinct we oftentime fail to develop, and sometimes even suppress, in our hustling, competitive daily life. Yes, it is far easier to be a blind alley person!

The mere fact that such an article as the one entitled, "Goal-500," which appeared in the Sept. 19 "Business Woman," could be written by one of the busiest of business women, shows that there are many who can look beyond an immediate goal to the attainment of some useful end that lies ahead of that goal. True enough, we want new members, but what are we going to do with them when we get them, to hold their interest and their financial support? We must look ahead of that 500 mark! Whether it be a vocational bureau, a scholarship fund to keep the boys and girls in school, or a fund to provide a business college education, or a welfare fund for those temporarily down and out of work, or a Christmas cheer fund—that we give our energies to, it matters little. They are all useful goals—and there are a dozen more that will hold the loyalty and energy of hundreds of new members, and make our membership drive assume proportions we little dreamed of. What we as a group must do is to decide what our ultimate goal is to be.

Let us get together and send a letter to all the other Business and Professional Women's Clubs in the United States and try to find out what common project we could unite on, so that the combined efforts of all the Business and Professional Women's Clubs in the country could get behind something as constructive and appealing as the common project of the Shriners' organization, which is to build Crippled Children's Hospitals, wherever they find the need. We surely can find some such common project if we only start in, even though we begin in a small way. Then let us back it with a united front from coast to coast—and just watch our membership grow.

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A RALLY FOR MARGARET MARY

When a Business and Professional Women's Club can boast of having as a member one of the most prominent and successful business women in the city, and when that member is not only a past president of the club, but one of the Supervisors of that city, and when that Supervisor is a candidate for re-election after having established an enviable reputation for herself as that city's first woman Supervisor, and when that club is the Business and Professional Woman's Club of San Francico, and that woman is Margaret Mary Morgan—this pause for breathing purposes only—then the members of that club, imbued not only with proper San Francisco spirit but with their co-operative club spirit as well, just naturally decide that that woman is needed on that Board of Supervisors and forthwith begin to work to put her there again.

So—Hear ye! Hear ye! Hear ye! On Friday evening, Oct. 15, at the club rooms, 575 Market Street, there will be a rally for Margaret Mary Morgan sponsored by our club. Dinner will be served at 6:15 P. M., and there will be music and good speakers and excitement and enthusiasm 'n' everythin'. Let's all go and make that meeting such a huge success that everyone will go away filled with determination to work "with wim and wigor" to keep Margaret Mary on the Board of Supervisors!

A RUMMAGE FOR $100

With the last issue of "The Business Woman" you received a letter explaining how you could help the club make one hundred dollars. You remember—that letter that told about the annual rummage sale conducted by the Trinity Center Church which has offered this year to take goods collected by the club and sell them on a 50-50 basis. You were going to look around that night as soon as you got home to see what you could contribute. Just in case you are one of those who are providing large blocks of pavement for a well known abode in a torrid clime—and it is astonishing how many people are in the paving business—just start rummaging in the attic or the—no, no, not the cellar, no one is allowed to rummage in the cellar in these days—big clothes closets and see what you can find to turn over to the committee. M. Dumas is chairman of the committee, and that means that no grass will be allowed to grow under foot and no stones will gather any moss when that committee gets busy.

Remember—everything must be at the club rooms on or before Oct. 9. It's your move!

CLUB NOTES
By Estelle V. Walker

Among the many visitors we have had this month were Margaret D. Yale, attorney, and Master Dick Yale, office boy, of Burbank. It is always a pleasure when out-of-town club members call on us, and we wish more would do so.

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Holly Todd has returned from a vacation spent in Los Angeles, and Lydia Floan is just leaving for her vacation—don't know where.

"Our President," Dr. Hamilton, and "Our Supervisor," Margaret Mary, were the guests last Saturday of the prison directors at San Quentin for luncheon. Following the luncheon the cornerstone for the new women's building at the prison was laid.

Saturday night, Sept. 26, twenty-five of us went over to help Berkeley Club celebrate its third birthday. The affair was held in the Twentieth Century Club and was well attended. There were representatives from Palo Alto, Santa Rosa, Oakland, Richmond and San Francisco. At the head table we were honored by having three members, our President, Dr. Hamilton, our Supervisor, Margaret Mary Morgan, and our State President, Z. Clements. Our club's birthday gift was a beautiful fern. The main speaker of the evening was Dr. Aurelia Reinhardt of Mills College. Following the program the new officers of the club were installed. It was a very enjoyable evening, and we hope to attend the next birthday party. It's time San Francisco had one. What do you say?

And now for a special notice! Be sure to come to the luncheon nert week and bring all of your friends. The speaker is to be Chester Rowell, who needs no introduction to any of you, and his subject is "The World Court," in which we are all interested. Whether you are for or against the Court, come and hear the matter presented by a man who knows his subject well.

THE DRAMATIC SECTION HOLDS OPENING MEETING

Following the summer adjournment, the first meeting of the Dramatic Section was held Tuesday evening, Sept. 22, at the home of Miss Clotilde Grunsky. About ten members were present. Prior to the reading of Somerset Maugham's play, "The Circle," Miss Lilian Elias was elected chairman. Miss Elias will be assisted in the selection of plays to be read by the Section by Mrs. Ethel Maxwell. Details of the next meeting will be published in a later issue of "The Business Woman."

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VOL. 2 OCTOBER 10, 1925 No. 40

Weekly Program

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Price 75 Cents

TUESDAY, OCTOBER 13, 1925, AT 12:15 P. M.
Speaker: CHESTER ROWELL
Subject: "THE WORLD COURT"

To introduce Chester Rowell would be superfluous—to attempt to comment on the proposed World Court equally so. Suffice it to say that the opportunity to hear so prominent and able a speaker discuss an issue as vital and interesting as this one that is not forthcoming every day in the year. Early reservations, therefore, would seem to be advisable. A word to the wise—!

Chairman of the Day: Mrs. Eugene LeFevre.

BUSINESS WOMEN IN ENGLAND

One of the most interesting talks at the State Federation Convention in San Jose was that on present conditions in England, delivered by Miss Amy Cryan of Mills College on Saturday afternoon.

The historical record of women's advance in the business world brought out many facts unfamiliar to most of us. Did you know that women had full equality with men in England and actually held public office until King James barred them because of "original sin"? They regained independence later, only to lose it again when the Second Reform Bill extending the franchise failed to include them specifically and was construed as applying to men only.

Legal restrictions again have been removed, but, practically, women's position is not very favorable. The war, instead of working a permanent improvement, has left women in many cases worse off than before.

Owing to the lack of funds, hospitals throughout the country have closed many wards and in order to accommodate the oversupply of men applicants, have completely barred women from interneships. One woman's hospital only is open to them.

Labor unions in many cases have again closed their doors, which were opened to women during the war, and they are excluded in consequence from many of the higher mechanical trades in which they had shown themselves proficient.

A raise in teachers' salaries, graded according to time of service, has worked a hardship by forcing the older teachers out of positions, which are given to younger applicants at the lower salary.

Many of the large business firms which had employed women as an emergency measure during the war are willing to give testimonials to the efficiency of feminine service, but nevertheless have closed their doors against them on the ground of their lack of permanence as employees, should they marry.

Many of these conditions are consequent upon the disturbed economic situation and, in Miss Cryan's opinion, will right themselves as a more stable state of affairs returns. In the meantime it seems that all we can give is a sympathetic interest and understanding.

Clotilde Grunsky.

TO MEXICO AND BACK

The most charming feature of Johanna Heim's Mexican travelogue was the delightfully informal way in which she conducted it. Full of her subject and entirely free from self-consciousness, she talked as one member to another, and so we saw through her eye intimate bit of Mexico, its customs and its people, from its naive method of courtship to its childish habit of eating goodies upon any and every occasion, with and without excuse. Incidentally we learned that our popular member's love for cleanliness far outdistanced her desire for food. The great regret of all those present at the session was that Miss Heim could not have spoken at a dinner meeting when we could have wandered with her through Mexico for a longer while.

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ALOHA, GRAYCE REDMAN!

Because she is going to Taft to engage in a new business enterprise and because her friends and fellow club members desired to express their appreciation of her untiring efforts on behalf of the club for the past three years or more and to wish her Godspeed, a "farewell luncheon of appreciation," as one of the members termed it, was tendered Grayce Redman, Friday, Oct. 2, at the club rooms.

The arrangements were in charge of Estelle Walker and Caroline Bachich, and much credit is due them, for the tables were very artistically decorated with the glowing yellows, red and orange of nasturtiums, marigolds and zinnias, and the whole room breathed hospitality and festivity as one entered. Dr. Hamilton made a charming hostess-president and in a simple, heartfelt speech expressed on behalf of the members of the organization the good wishes, appreciation and frendliness of all. As a visible token of these invisible sentiments she then presented Miss Redman with a clock of simple design which bore evidence of the good taste of the committee which selected it. Miss Redman made a short speech of thanks, all the more effective because it was a little choky, and invited the whole club to visit Taft and share her bungalow.

Those who were present at the luncheon included Lillian Wendemuth, Josephine Weed, Mary Eagles, Johanna Heim, Gertrude Wise, Florence Attridge, Marie Whaley, Mrs. Sexton, Oristella Tabor, Eleanor Robson, Belle McDonald, Clotilda Gabriel, Ethel Woodruff, M. Dumas, Miss Duffy, Dr. Hamilton, Hazel Ramon, Nettie Libbing, Gertrude Mowder, Eleanor Walters, Edith Black, Mae Cummings, A. H. Brace, Lillian Hall, Ida Lord, Belle Banz, Mrs. Withers, May Burke, Louise O'Hara, Ethel Stewart, Ethel Jones, Estelle Walker, Harriet Sweesey, Rose Mainprice, Inez DuGuid, Caroline Bachich, Cornelia Farrell, Nettie Smith, Winifred Kerr, Z. Clements, Grace Livermore, Lydia Johnson, Charlotte MacCuaig, Viola Hawke, Nell Palmer, Mary E. Stewart, Ethel Maxwell and Margaret Mary Morgan.

DRAMATIC SECTION

Dramatic Section meeting, Tuesday, October 13, at 7:30 P. M. at the residence of Miss Johanna Heim, 970 Geary Street. "Rain," by Somerset Maugham, will be read.

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THAT MORGAN RALLY

Don't forget to make your reservation early for the monster rally and dinner at the club rooms, 575 Market Street, next Thursday evening (the last issue of The Business Woman stated Friday, but that was a mistake—even editors make mistakes), October 15, at 6:30 P. M., at $1 per plate, for the purpose of re-electing our past president, Margaret Mary Morgan, supervisor. Remember accommodations are limited, so act promptly. The gang will all be there, so come along and root for "M.M."

THE CLUB AS A GLOBE TROTTER

The Club has taken to globetrotting en masse. Not long ago it made a scientific expedition to Lower California; shortly afterward it visited beautiful New Zealand; on Sept. 22 it made a thoroughly enjoyable tour of Mexico with Johanna Heim, and the following week traveled the length and breadth of Africa under the personal guildance of T. A. Rickard. In an easy, conversational manner, pointed with delightful humor, Mr. Rickard touched upon the racial problem in that great continent where the blacks so far outnumber the whites, sketched briefly the history of the settlements, told of the discovery of diamonds through a bright pebble in the hands of a little child, lingered upon the life and work of Cecil John Rhodes, recounted anecdotes of Rhodes and his friend, Dr. Jameson. Thus he passed from one interesting topic to another, and so held his listeners that, intent upon his words and eager for more, they did not realize that he had brought his discourse to a close until he sat down. "Maybe he'll come again," they said hopefully, in unconscious tribute to the program committee.

STRANGERS

"Why do you call them 'Williams'?"
She asked with puzzled look,
The while he tucked the banknotes
Into his pocketbook.

The poet eyed his questioner
And sadly shook his head,
"I do not know them well enough
To call them 'Bills,'" he said.

—E. D. K.

THE WAY OF A WOMAN

A woman will spend six hours cleaning up the house because she expects a caller and when the caller arrives the woman will say: "This house is a sight, but I have been too busy to tidy it up."—Arkansas Thomas Cat.

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Y. W. C. A. MONDAY EVENINGS

The Educational and Industrial Division of the Y. W. C. A. has announced for girls in business a series of eleven Monday evenings, Oct. 5 to Dec. 14, 1925, for entertainment, study, culture, play and recreation. The courses include clogging, gymnasium, swimming; books of the day, current events, dramatics and public speaking, character analysis and psychology, good health and good looks; style, color and personality; interior decoration; manners and good form; practical classes to make frocks, hats, lingerie and accessories. The fee for the season of eleven evenings for members is $5 and for non-members $6. For information and registration, see our club member, Miss Gertrude Matthew, Room 313, Y. W. C. A., 620 Sutter Street, Telephone Prospect 6500.

CLUB NOTES

By Estelle V. Walker

Clotilde Grunsky left last week for a trip through Canada to Montreal. She expects to be gone about a month.

The Club extends sincere sympathy to Mrs. May F. Riley in the loss of her father last month.

Miss Holdren is having her vacation this week and is spending it with her relatives around Los Angeles. During her absence the daily luncheons will be served by Miss Goff, who has recently come here from the Salt Lake City Club.

Have you sent in your reservation for next Tuesday? Why not put your name on our permanent reservation list and then you would only have to phone when you can not attend.

Oct. 10 is the last day for donations to the Rummage Sale. Look through your closets and shelves again and see if there isn't something you can pass along.

Announcement Extraordinary! We have a bride in the Club! Nora Weeber was married a week ago last Saturday to Grover Cleveland Vest. Her sister was married at the same time to Mr. Vest's brother. Congratulations from the entire Club.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 OCTOBER 17, 1925 No. 41

Weekly *Program*

DINNER

Price Ninety Cents

TUESDAY, OCTOBER 20, 1925, at 6:15 P. M.

Speaker: Professor Bailey Willis

Subject: "Our Next Earthquake"

Will Rogers is reported to have said recently that the "fire" in Santa Barbara shook down his friend's house. This would seem to indicate that a certain sensitiveness is attributed to Californians regarding events that occur in their state from time to time and add piquancy to an existence that might otherwise be too placid. That such events do occur, however, is admitted, even in California, and at Stanford University Professor Willis, who is emeritus professor of geology, has made such a study of them that he is a recognized authority on—whisper it—earthquakes! Come and hear him tell what makes them act the way they do.

Music: to be announced.

ICE CREAM

By Mae G. Cummings

(In the belief that the businesses in which the members of this club are engaged would be of interest to the other members, the editor has requested contributions of this nature, and as a result presents with pleasure Miss Cummings' article on the manufacture of ice cream. Similar contributions will be received gladly.—Editor's note.)

Ice cream first was introduced to the American table by Mrs. Alexander Hamilton on the occasion of a banquet at which George Washington was present. In the period since that event the manufacture of ice cream has become an important business.

Few people realize the scope of the ice cream industry, or the service the modern and conscientious ice cream manufacturer renders to the public in the careful, scientific, economical and healthful preparation of pure ice cream.

Ice cream is no longer considered a delicacy; it is universally recognized and accepted as an essential food product.

The following comparative table gives conclusive proof of its importance as an article of every day diet. One quart of ice cream equals in food value any one of the following:

3¾ pounds chicken.
1¾ pounds ham.
1 gallon oysters.
14 eggs.
11 pounds tomatoes.
4 pounds peas.

These figures are the result of careful research by recognized authorities.

The successful ice cream manufacturer, recognizing that the increased consumption of ice cream would be in proportion to the improved quality of the product, has directed all his efforts towards this end, securing his own cream supply, using the very best materials obtainable, establishing through painstaking efforts thorough and sanitary methods throughout his factory, equipping it with the latest and most sanitary machinery known to the ice cream industry—giant separators, large vacuum pans, which evaporate the water out of the milk (milk as taken from the animal contains 87 per cent water), huge homogenizers which subject the cream to a pressure of 4,000 lbs. to the square inch, breaking up all the butter or fatty globules and producing a soft, smooth, velvety texture, decidedly noticeably in the finished product, pasteurizers, enormous coolers, battery of storage tanks (glass-lined), freezing machines, each with a capacity of 30 gallons every eight minutes, refrigeration machinery, motors, boilers to generate steam for sterilization and automatic packaging equipment.

Human hands do not touch the product. From the packaging machines, the finished article goes into various styles of packages. Every joint, every crevice of each machine handling ice cream in each stage of its making, is so designed that it can be dismantled and thoroughly sterilized with scalding steam before being used again. You will find the up-to-date ice cream plant as light,

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airy and sanitary as the best appointed hospital.

The big problem in the ice cream industry is the source of supply, and the successful ice cream manufacturer of today either owns or controls his own dairies, handling the output of 175 or 200 dairy farms, which are constantly supervised by veterinarians, bacteriologists and expert dairymen. Transportation of cream from the dairies to the factory is taken care of by a fleet of steel, glass-lined motor trucks—in fact, the cream is received, held, transported and stored entirely in glass. This is a decided improvement over the old method of transporting cream in cans.

The ingredients that enter into the making of ice cream, in scientific proportions, are rich cream, pure milk, cane sugar, fruits, nuts, flavoring and a little gelatine.

Eat a plate of ice cream every day!

THE COLLEGE WOMAN IN BUSINESS

We have noticed within the last year a reaction against the college woman in business. Whatever the cause, the fact is forced upon us from day to day as we talk with business men, that they are unwilling to take the college woman on her record of past experience, but will bring her into their organizations on their estimate of her present worth to them as a "green hand." This means that she will receive a salary equal to that paid a high-school graduate in a similar position, until she demonstrates that she is able to earn more. In some instances we have found a decided aversion to employing the college woman at all. It was within a week that a young woman reported to us an interview she had had with the head of one of the largest advertising concerns in the country, in which he had said that he was "through" with the college woman in his business. While this attitude is not general, we feel that it is not without justification, and it is an attitude which must be realized and met by the college woman. She must recognize that the competition between herself and the high school graduate is much keener than it was during the war, and if she is going to pass her younger sister in the race she must show herself willing to run side by side with her over the rough and unlovely part of the road which spells hard work. We are not pessimistic concerning the future of the college woman in business. Ability to work plus a trained mind is bound to come into its own in the business world as in other fields, but we do say that a trained mind minus the willingness to work and work harder than she has ever worked before is not going to carry the college-trained business woman very far along the road marked "Success."—Edith O. Robertson, in The Smith Alumnae Quarterly.

Mr. Bluff: Whatever I have accomplished, I owe it to myself.

Mr. Wise: How delightful it must be to feel so clear of debt.—Kansas City Star.

GOOD NEWS

Ida Reed is home again! After a two weeks' sojourn in the hospital recovering from a separation from her appendix, which she decided she no longer needed, she is convalescing at her apartment. She says she is feeling very well, but she plans to remain away from business for another week or so, which proves that she is just as wise as she has always been considered. To a friend who had the pleasure of chatting briefly with her she expressed her deep appreciation of the kindness and thoughtfulness of the club members who did so much to cheer her while she was in the hospital. Miss Reed is one of our wisest counselors and one of our most willing workers, and the members will be doubly glad to welcome her when she appears at the club again.

THE LAST BUSINESS MEETING

Particularly interesting was the business meeting of Oct. 6. A good-sized representation gathered to eat Mammy's chicken dinner—and that it was "some" dinner was attested by the vociferous applause which answered Dr. Hamilton's question, "Did you like the dinner?"

Delegates to the recent state convention made reports on the sessions which they attended that gave not only the highlights of the convention but curiosity-provoking sidelights on extra-convention activities. Several new members were announced by Miss Attridge, the membership chairman, and Miss Schimpf's report of the work of the welfare committee, which includes cheering the sick and the afflicted, proved that that committee is in very good hands.

The most important topic of the evening was the question of moving the club's quarters. It was announced that suitable space could be obtained in the Pacific Gas and Electric Company's building at 445 Sutter Street at an attractive figure, and it was decided that a special meeting be called for Tuesday, Oct. 13, at 7:30 P. M., for the purpose of discussing the question and taking some action upon it. Results of this meeting will be published in the next issue of The Business Woman.

An especially enjoyable feature of the meeting was the community singing, which was led by Mrs. LeRoy. Mrs. LeRoy, who is a trained singer, is an enthusiastic and forceful leader, and her efforts produced a volume of sound unparalleled at previous club "songfests." If you like community singing, be sure to come to all future business meetings, as Mr. LeRoy plans to make that a feature at every business meeting.

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FIRST AID TO THE WEEK-ENDER

An unique and amusing compilation of advice for the person—or persons—committing a week end comes from England in the form of a handy volume entitled "The Week End Book." An idea of the practical and whimsical nature of the mixture is indicated by the fact that the front cover is lined with a miniature checkerboard and ruler, the back cover with a "Morris" board (rules for the game are to be found in the book) and a bookmark is included which bears the legend on one side, "Have you forgotten the corkscrew?" and on the other, "Have you forgotten the salt?"

The contents comprise a choice collection of poems, including one delightful and suggestive anthology of zoological literature culled from many a familiar source. As a relief from the usual "Love Songs," a collection has been made of Hate Poems, which make diverting reading. There follows a number of songs with music of the kind which it is appropriate to sing for an encore or around the campfire, a selection of recipes for food and drink, suggestions for first-aid remedies in case of emergency, and an original chapter on games and puzzles for passing the time that make one long for a group on which to try them out. At the conclusion a convenient number of blank pages is left for the personal vagaries of the individual who has a pet song and a pet recipe of his own which he feels he must add to make the volume complete.

Here is one of the problems suggested which should serve to occupy any selected week end for any selected number of people:

"How would events upon the earth appear to a person observing them through a telescope stationed upon a planet moving away from the earth (a) with a velocity equal to that of light? (b) with a velocity greater than that of light? What effect has this upon the laws of cause and effect? Immortality,"

—Clothilde Grunsky.

SAFETY FIRST

(From The Progressive Grocer)

A Chinaman called at the offices of a famous criminal lawyer in San Francisco.

"What's your fee," he asked, "for getting man off for murder?"

"My fee," replied the lawyer, "is $5,000 paid down."

The Chinaman produced the cash. "You givee receipt," he said.

The receipt was handed over, whereupon the Chinaman remarked: "Now, me go killee man!"

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DUES ARE DUE!

The club treasurer is anxious to have the members reminded that the income of the club is derived solely from the dues. It follows logically that if the dues are paid promptly, the expenses can be taken care of equally promptly and the club conducted as a business organization should be. It does not take great mental effort to understand that if the income is not received promptly, if it trickles in over a long period, the bills cannot be paid when they are due, and the credit of the organization stands a chance of being seriously impaired. So, if you murmured upon receipt of your bill for dues, "Oh, yes, I must pay that," and then didn't do it, get it out from its little hiding-place and send it merrily on its way, accompanied by a check, to the treasurer from whom it will receive a cordial welcome.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 OCTOBER 24, 1925 No. 42

Weekly *Program*

LUNCHEON

Price 75 Cents

TUESDAY, OCTOBER 27, 1925, AT 12:15 P. M.

Speaker: Miss Mary E. Kelly

Subject: "Book Chats"

As most of the club members know, Miss Kelly, a fellow member, is librarian at Paul Elder's, so her "Book Chats" is a subject particularly apropos. Miss Kelly reviews books once a month for the American League of Penwomen and has been selected to continue that work for the coming year. Her reviews next Tuesday will cover worthwhile books which she feels will appear particularly to members of the club.

Chairman of the Day: Mrs. Arthur Wise.

FOR MARGARET MARY MORGAN

Honesty, fearlessness, cleanness, character—intelligence, integrity, industry—personality—over and over again at the rally held Thursday evening, Oct. 15, for Margaret Mary Morgan those qualities of the guest of honor were reiterated by the speakers. And Miss Morgan proved that all were right when in a forceful, forthright, characteristic speech she declared that her "yes" and her "no" were her own and that she would vote as appeared right to her, regardless of criticism and condemnation and newspaper opposition. "Grit" should have been included in the list of Miss Morgan's fine qualities, for she made that ringing speech while in great pain, having had an accident just prior to the meeting that resulted in a sprained knee.

It was an enthusiastic gathering, well attended by "M. M.'s" friends and fellow club members and their guests, all supporters and "boosters" for Margaret Mary—a regular rally with songs and yells and noise. Dr. Hamilton presided, and at the speakers' table were Miss Lillian Palmer, Dr. and Mrs. Gordon, Margaret Mary Morgan, Mr. and Mrs. Albert Rosenshine and Miss Z. Clements. Letters were read from Judge Sturtevant and Mayor James Rolph Jr., regretting their inability to be present and expressing their good wishes, and a letter from "Pa" Coppa, of Coppa's Restaurant presenting to Miss Morgan a portrait of herself painted by Mr. Coppa that had been hung above the speaker's table.

Several beautiful solos were sung by Miss Augusta Hayden, accompanied by Mrs. Charles Cross, and also by Mr. Cook, accompanied by Mr. Neil, violinist, and Mr. Johnson, pianist.

Among the many guests were the following members of the San Francisco Board of Supervisors, each of whom was introduced personally by Miss Morgan in a graceful little speech: Jesse Coleman, John G. Wetmore, Angelo Rossi, Eugene E. Schmitz, Edwin Bath, Frank Robb, and Emmett Hayden. Sam T. Beyer, candidate for supervisor and Mrs. Pollock, playground commissioner, also were introduced.

The speeches were far above the average of those usually heard at political rallies. Miss Palmer made the initial address, and in her own inimitable, witty manner, interspersed with intimate little anecdotes of Miss Morgan, made a masterly presentation of the issues at stake and painted at the same time a splendid character-portrait of Margaret Mary. Mr. Rosenshine, Miss Morgan's campaign manager, emphasized the fact that the fight was not going to be an easy one and suggested that the women present meet and form an organization which would take on a certain territory in San Francisco in which it would do some definite, tangible work. Out of this suggestion came the special luncheon meeting held the next day at the club rooms where plans

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were discussed and those present stated when they would be available for work in spare time. Miss Clements, president of the California Federation of Business and Professional Women's Clubs, made an excellent speech on the "psychology of bunk" and urged the necessity of concerted action. Dr. Gordon of the First Congregational Church, who spoke after Miss Morgan had left to attend another meeting, paid a high tribute to her remarkable personality and prophesied that the position of supervisor was "not the highest position in the gift of the American people that she shall occupy before the end of her pilgrimage."

After a short speech by Mrs. Gabriele, who told those present what they could do to help in the campaign, the meeting was adjourned.

To those who were not present at the rally, here is the gist of the meeting: Margaret Mary Morgan, business woman extraordinary, first and only woman member of the Board of Supervisors of San Francisco, is a candidate for re-election to that office. Not because she is a woman, not because she is a charter member and past president of this club, but because she is the finest type of American citizen performing a public service in a highly intelligent, honest and efficient manner, she deserves your support. If you believe in that type of public servant, if you believe that San Francisco needs such a supervisor, then do your bit! Put a Morgan card in your window; paste a Morgan sticker on your windshield, if you drive a car; distribute cards; organize neighborhood meetings—Miss Palmer has offered to speak before such gatherings, and there are many other well qualified speakers; talk to your friends, to your trades people, to the "man in the street." Get in touch with the Morgan headquarters at 231 Kearny Street, Kearny 8231, and offer your services. "Many hands make light work." If we all do our bit, we'll re-elect Margaret Mary. Now, then, all together!

THE WORLD COURT

The World Court is "an attempt to establish between nations some beginning to the same peaceful relation as exists between individuals." So stated Chester Rowell on Tuesday, Oct. 13, in a most informative and explicit discourse on "The World Court," which he was careful to explain is not at all the same thing as the League of Nations, as is the erroneous belief of many people. The World Court is a development of The Hague tribunal, which has worked well but not well enough. The court is already established

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and fifty-four nations are members of it, practically all the nations of the world except Russia and America. In America both political parties, the heads of all the religious denominations, all the presidents of the United States in this country, organized labor, the National Bar Association and most of the state bar associations, the organized women's clubs, the House of Representatives in a ratio of about ten to one, and the Senate about three to one—practically the entire "organized voice of public opinion"—have declared in favor of the World Court. The principal opponents of the movement are the "extreme isolationists," represented by Senator Borah of Idaho and Senator Johnson of California, leaders of the minority in the Senate; those who in their fear of the League of Nations refuse to entertain the idea of the World Court; and the Hearst newspapers.

Mr. Rowell most patiently and courteously answered the questions of his auditors, and in addition recommended "A Study of the World Court," by Manley O. Hudson of Harvard University as a source of information on this subject. If this book cannot be secured from the library, doubtless the librarian will be able to furnish information as to where it may be obtained.

WANTED—CLUB HEADQUARTERS!

At the special business meeting held Tuesday evening, Oct. 13, for the purpose of considering the question of new quarters for the club, the report of the housing committee was given by Mrs. Mainprice.

It developed that the quarters which had been considered available in the Pacific Gas and Electric Company building on Sutter Street are to be used by the company itself so that further search is necessary.

It was decided by the members that the club's present quarters should be given up when the lease expires on January 1, 1926, and a motion to that effect was carried unanimously. A further motion also unanimously carried, authorized the housing committee to find a suitable lounge, the kitchen to be dispensed with until the club moves

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Speakers: Mrs. Julius Kahn, M. C.
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into the quarters it expects to occupy in the Woman's Club Building.

The Housing Committee asks the cooperation of all members in finding a loft or large room which would be suitable for club headquarters. Anyone knowing of or hearing of such a place is requested to telephone Mrs. Mainprice, Sutter 2554, and the committee will investigate. The committee wants—and needs—the help of all.

CLUB NOTES

By Estelle V. Walker

You probably all know that our Margaret Mary Morgan met with an accident last Thursday afternoon just before it was time to come to the club for the rally. She fell off a ladder and hurt her knee quite badly, and latest reports are that she will be laid up for quite a while. Meanwhile it is up to everyone of us to boost her campaign all we can. If you can help in any way please phone Mrs. Neuenburg, at campaign headquarters, Kearny 8231.

The Rally for Margaret Mary Thursday night, October 15, brought out several of our members of long standing that we have not seen for some time. Mrs. Mae Barr has been on a leave of absence for several months and has spent most of her time on a ranch near San Jose. She is up here now to help M.M.M. and will then return to San Jose. We will be glad when she returns to us for good.

Two other members whom we haven't seen for some time are Emily Williams, who has been spending most of her time at Wake Robin, and Eugenia Hoey. We wish they would come oftener.

Our busy chairman of the House Committee, Miss Taber, has been out several days on account of sickness, and we are glad to report she is once more up and around.

Mrs. Lulu Boyd Stephens is enjoying a long-needed rest at Carmel.

We regret to announce that Z. Kathleen Ayres is in the hospital, but we are glad to be able to say she is recuperating from an operation for appendicitis and hopes to be home soon.

Mae Cummings has been looking forward for some time to a vacation. A postal card from her today states that she and her sister are on their way to the Grand Canyon—a vacation worth waiting for.

It was a great pleasure to welcome back at the luncheon on Oct. 13, Mrs. Mabel Johnson, who has entirely recovered from her recent breakdown.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 OCTOBER 31, 1925 No. 43

Weekly *Program*

DINNER

Price Ninety Cents

TUESDAY, NOVEMBER 3, 1925, at 6:15 P. M.

BUSINESS MEETING

There is a full schedule outlined for the coming business session, and a number of important matters will be discussed. Chief among these is, of course, the housing problem. If you are interested in new club headquarters, be sure and attend this meeting, for the housing committee will have something very definite to report on that subject. Another particularly interesting feature of the proceedings will be a report by our fellow member, Mrs. Annie Little Barry, on the convention of the National Federation of Business and Professional Women's Clubs that Mrs. Barry attended while she was East.

Remember—the cook won't put your name in the pot unless you say you're coming!

THE TREND IN WOMEN'S OCCUPATIONS

More and more women are forsaking such employments as domestic service and farm labor, and are engaging in increasing number in clerical and professional work, according to figures published in a recent bulletin entitled "Facts About Working Women," published by The Women's Bureau, United States Department of Labor.

As shown, although the total number of women working outside their homes for wages and salaries was nearly half a million larger in 1920 than in 1910, the number of those employed in domestic service declined by nearly 350,000 during that period, and the number engaged in farm-work dropped off by nearly three quarters of a million. On the other hand, there was an increase of nearly 300,000 of those engaged in professional service and of over 800,000 of those engaged in clerical work.

The exact figures showing the distribution of women by main occupational divisions in Department of Labor, 1910 and 1920, are as follows:

Distribution of Women by Main Occupational Divisions: 1910 and 1920*

Occupational Division	Females ten years of age and over			
	Number	Per Cent of total in each Division	Number	Per Cent of total in each Division
All occupations	8,075,772	100.0	8,549,511	100.0
Agriculture, forestry and animal husbandry	1,807,501	22.4	1,084,128	12.7
Extraction of minerals	1,094	†	2,864	†
Manufacturing and Mechanical Industries	1,820,570	22.5	1,930,341	22.6
Transportation	106,625	1.3	213,054	2.5
Trade	468,088	5.8	667,792	7.8
Public Service (not elsewhere classified)	13,558	.2	21,794	.3
Professional service	733,891	9.1	1,016,498	11.9
Domestic and Personal Service	2,531,221	31.3	2,186,924	25.6
Clerical Occupations	593,224	7.3	1,426,116	16.7

*U. S. Bureau of the Census. Fourteenth Census. Population: 1920 v. 4 Occupations p. 34, table 2.

†Less than one-tenth of 1 per cent.

—Courtesy News Bulletin—J. Walter Thompson Co.
(Contributed by Estelle V. Walker)

The Business Woman

Published Weekly, 575 Market Street
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EARTHQUAKES

Indications are that there will not be another serious earthquake in San Francisco for at least thirty years. So said Dr. Bailey Willis, emeritus professor of geology of Stanford University, in his extremely informative interesting and humorous discussion at the club Tuesday evening, Oct. 20. Stating that the earth is alive with energy and that, like a great laboratory, its working processes are continually going on, Dr. Willis explained how the pressure of the growing crystals under the Pacific Ocean causes the earthquakes in this region. An earthquake condition exists from Cape Horn to Alaska, down the Japanese coast to the East Indies, due to the fact that the rock underneath the Pacific Ocean for one hundred miles or more down is in an active growing state. The pressure exerted, working slowly but steadily over a long period, pushes in the shores of continents, causes mountain ranges and valleys and—earthquakes. The actual earthquake occurs when the pressure behind two great masses of rock, which is elastic, in an effort to move them past one another pushes them so closely together that the friction is overcome, they slip and spring back, and the earth—and timid mortals—tremble. To give an idea of the tremendous amount of energy released by an earthquake, Dr. Willis said that the force of the 1906 earthquake, if exerted behind a projectile weighing one ton, would throw it twelve billion miles!

A significant statement made by Dr. Willis was to the effect that an instrument at Pasadena, Calif., which measures the tilt of the plane upon which Pasadena stands, shows a very severe strain and that scientists familiar with the facts are gravely concerned for Los Angeles and all the southern coast.

Some earthquake "don'ts" as given by Dr. Willis:

Don't try to run into the open street. Stand in the nearest doorway, or, failing that, close against the wall. If you are in the street when the shock comes, jump close to the building. The reason for this is that in an earthquake decorations, brick work, false fronts, and similar things with which it is the tendency to embellish our buildings, are thrown outward. The middle of the street usually is safe, but the runner takes the risk of being killed before getting there.

If you are in a steel frame building, stay in the building. Steel-frame buildings stand. Don't try to run downstairs, thus adding to a panic-stricken crowd. Wait until after the first shock is over, and then if you wish to leave the building, go quietly down.

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Keep quiet; keep cool; keep your head. There is more scare than danger in an earthquake.

Mrs. Annabelle Turner, accompanied by Miss Winifred Jones, sang three lovely songs, and Miss Josephine Weed, chairman of the day, made a most appropriate introduction of the speaker, humorously recounting how she left her home in the 1906 earthquake carrying her new Easter bonnet in one hand and a mince pie in the other!

A SOUND PLATFORM

Here is the platform of Margaret Mary Morgan, proprietor of a printing establishment in San Francisco, charter member and past president of the Business and Professional Women's Club of San Francisco, candidate for re-election as supervisor:

> As a business woman I pledge to again serve the city on a safe and sane business basis — Independently — Loyally — Fearlessly. I am for the advancement of all of the city without undue expenditures or niggardly economies. I believe the furtherance of good Schools—Playgrounds —Streets and a living wage are essential to the health and happiness of all citizens.

This platform reflects a woman of sound judgment and tolerance. San Francisco needs a citizen of this type on its Board of Supervisors. The Business Woman urges each and every member of this club to give her wholehearted support to Miss Morgan's candidacy and to aid in the work by interesting friends, neighbors and acquaintances in the issue. If you will get in touch with the Morgan headquarters at 251 Kearny Street, those in charge will be glad to tell you how you may help further.

THE WAY OF A WOMAN

A woman will spend six hours cleaning up the house because she expects a caller and when the caller arrives the woman will say: "This house is a sight, but I have been too busy to tidy it up."—Arkansas Thomas Cat.

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ONE WAY TO SPEND A RAINY DAY

Here is another one of those puzzlers from the "Week End Book":

"If you go round the world traveling from West to East, you gain a day, i. e., 24 hours. What happens if, taking advantage of the facilities afforded by modern travel, you go around the world (a) in 24 hours; (b) in less than 24 hours? Should the answer to (b) suggest that you get back before you started, speculate upon the significance of this for the reality of time."

—Clotilde Grunsky.

CLUB NOTES

By Estelle V. Walker

We are glad that H. Persia Briggs is recovering from an attack of arthritis. She still has her arm in a sling but hopes to be rid of that soon.

We have missed Harriet McDonald for a long time and have just learned that she is now located in Hollywood. We hope she will return to us soon.

Two of the three experts who acted as judges in the recent cake-baking contest at the California Industries Exposition were members of our club—Mrs. De Graf and Mrs. Withers. How's that for business women?

At our last meeting we were glad to welcome home Mrs. Anna Little Barry and hope she will come often.

Mrs. Harriet Blockburger is enjoying her vacation by taking several short trips. We haven't seen her at the club for some time and hope she will be a regular attendant at our meetings again when she returns.

Here's your chance! The Dancing Class is learning the Charleston! Come and join them at the club rooms Monday evening at 6 P. M. This is a fine chance for you to learn the latest craze in dancing.

Christmas is coming and you are planning your gifts to your friends now. Don't forget that the Club makes bath salts which are very acceptable gifts. Get your order in early and avoid the rush. Further announcement later.

Miss Dumas is taking a much-needed rest after assembling our stuff for the rummage sale. She is enjoying her vacation in her wonderful garden in Marin County.

Dr. Hamilton has been appointed by Mayor Rolph as a member of the Citizens Committee to arrange for the celebration of Armistice Day.

At our next luncheon meeting we will have the pleasure of listening to Mr. Winfield Scott, of the Western Pacific Company, who will talk to us on "The Redwoods—in Settlement, in Industry and Re-forestation." He also will show pictures which will illustrate his talk. This meeting will start at 12:15, so please come early and help us put the meeting through on time.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 NOVEMBER 7, 19125 No. 44

Weekly Program

B&P W.C

LUNCHEON

Price 75 Cents

TUESDAY, NOVEMBER 10, 1925, at 12:15 P. M.

Speaker: Winfield Scott, of the Western Pacific Company.

Subject: "The Redwoods—in Settlement, in Industry and Reforestation."

California and the Redwoods are almost synonymous. Says John Muir: " . . . the gigantea and sempervirens, the former now restricted to the western slopes of the Sierra, the other to the Coast Mountains, and both to California, excepting a few groves of Redwood which extend into Oregon. The Pacific Coast in general is the paradise of conifers." Mr. Scott's subject is one of especial appeal to a Western audience, and he should have much of interest to tell us on a matter very close to our hearts.

THE BUSINESS WOMAN AS AN ADVERTISING MEDIUM

The average mortal has a tendency to take things for granted. In our hustling, bustling age that tendency becomes more marked, and the busy business or professional woman is no exception to the rule. Narrowing it down to our own immediate circle, one of the things that has been taken for granted is The Business Woman. It has been received as a messenger, a carrier of program announcements and other club news, with the result that its value as an advertising medium has been somewhat overlooked. Let me tell you some of the reasons why it is a valuable medium for the advertiser.

The Business Woman goes to all club members once a week and is read with an interest that is only natural, since it represents their class, their tastes, and their opinions. The feeling of loyalty to the organization which makes us read the text carries over to the advertising and puts us in willing touch with the advertiser.

If this predisposition to trade with those who help our cause were the only benefit accruing, it would pay and pay well to take space in this publication; but there are many other outstanding advantages not to be received from a larger publication.

No one advertisement is lost in a mass of helter-skelter publicity. Each stands out with valuable prominence.

Our readers are picked. Women who earn are women who spend. They are in a position to put money into circulation, and their needs are apt to be greater and more numerous. They are downtown every day.

The Business Woman circulates in the family. Every member who has a family takes the little paper home to show and to discuss, and it passes from hand to hand. The Club is an important item in the daily life of the woman who belongs, and she does not take its activities casually nor does her family. One member is known to take her husband and friends to a certain tea room because of a little one-inch advertisement in our paper.

All this is generally true and sufficiently true to make it a potent talking point to the advertiser. It becomes incumbent upon us to make it invariably true; to make our interest and selective patronage so fixed a principle that it will be unprofitable not to advertise with us. It behooves us to patronize those who patronize us and to make the fact known at the time when we pay for anything we have bought. When you pass the money over just say, "Credit this to the Business Woman." Say it with conviction. Make it the truth and shout the truth from the house tops.

If you expect the advertiser to advertise with us, why should you be reluctant to advertise yourself to him? It pays to advertise, just as well for you as for him. We are not asking for donations but are selling a valuable service and a paying commodity.

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Space in the Business Woman is worth more than it costs. Make it worth still more with your consistent loyalty to the advertiser.

You have helped a great deal in the past and your Publishing Committee thanks you heartily. Go a little further, do a little more, make it unanimous and work together to a common purpose. The little weekly is a pleasant Friday visitor. You look forward to its coming. Why not make it larger and more representative of our club? By cooperation this can be done. We can—shall we? —Ida M. Reed.

HERE COMES THE BRIDE

A special luncheon was held on Friday at 12:30 in honor of our bride, Mrs. Grover Cleveland Vest (Nora Weeber). The guests present marched into the dining room to the tune of Lohengrin's Wedding March played by Estelle Walker. The bride was on the arm of Dr. Hamilton and was preceded by Mrs. Brace as matron of honor who wheeled the big wedding cake. By the way, this wedding cake was adorned by a little cupid which was on the wedding cake of Mrs. Wise and by a little bride and groom which helped to celebrate Dr. Hamilton's tenth wedding anniversary. She was presented with all kinds of good things for her pantry shelf, as well as some useful cooking utensils, and the members gave her a very beautiful casserole with silver trimmings.

Among those present were Lydia Floan, Nettie Libbing, Nettie Smith, Mary Baker, Gertrude Mowder, Mae Cummings, Eva Pearsall, Harriet Sweesey, Lydia Johnson, Ida Lord, Gertrude Wise, Mrs. Pinger, Mrs. Minnie Brown, Z. Clements, Clotilde Gabriele, Mrs. Weber, Lillian Wendemuth, Rose Mainprice, M. Dumas, M. Brace, Josephine Weed, Mrs. Withers, Mary Eagles, Mrs. Burlingame, Miss Peltret, Eleanor Walters, Dr. Hamilton and Mrs. West. The committee in charge of the affair, Eleanor Walters, chairman, deserves lots of credit for the success of the affair. The decorations were Hallowe'en and unique. —Estelle V. Walker.

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166 Geary St. Garfield 2881

BOOK CHAT

Regret that the luncheon hour could not be extended indefinitely were expressed on all sides at the last noon meeting when Miss Mary E. Kelly, librarian at Paul Elder's chatted intimately to her fellow club members on some of the books of the day.

Among those discussed were The Crystal Cup, by Gertrude S. Atherton, Little Ships, by Kathleen Norris; Somewhere South in Sonora, by Will Levington Comfort; Maid of the Mountain, by J. Gregory; Wild Geese, by Martha Ostenso (the $13,500 Pulitzer prize novel); Barren Ground, by Ellen Glasgow; The Perennial Bachelor, by Anne Parrish; The Elder Sister, by Swinnerton; The One Increasing Purpose, by Hutchinson; Glorious Apollo, by E. Barrington; Old Wine, Phyllis Bottome; The Ninth of November, by Bernhard Kellerman; The Madonna and the Student; and The Peasants, the second of a series of four volumes by Reymont, winner of the Nobel prize.

Of non-fiction Miss Kelly touched briefly on The Life of Keats, by Amy Lowell, and What's O'Clock, by the same author; The Life of Brigham Young; by Werner; The Queen of Cooks (Rosa Lewis); and A Woman of Fifty, by Rheta Childe Dorr.

DRAMATIC SECTION MEETING

The next meeting of the Dramatic Section will be held Tuesday, Nov. 10, at 7:30 P. M. "Loyalties," by John Golsworthy, will be read. For information communicate with Miss Lilian Elias, Sutter 5420.

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CLUB NOTES

By Estelle V. Walker

Lillian Wendemuth has moved her office from 542 Market Street to the Pacific Gas and Electric Building. Dr. Hamilton also has moved her office but only to another floor of the same building in which she has been located for some time.

Mae B. Wilkin writes that she will be in Newark, N. J., for the winter and would like to hear from her friends. Address her c/o General Delivery.

I received a letter this week from Grayce Redman in which she asks me to thank all the girls for the wonderful luncheon we gave her; said she was so frustrated that day that she is afraid she did not say the right thing or thank us for our kindness and remembrances. However, she says her heart is in the right place anyway. I believe we are all invited down to Taft to share the new "shack" which is now her home.

Gail Laughlin expects to pay us a visit soon and we certainly will be glad to see her.

Last Thursday evening the Women's Banking Department of the Bank of Italy held a meeting to which we were all invited. The subject was "The Business Education of Husbands" and the two speakers were Mrs. Julius Kahn, M. C., and our honorary president, Lillian Palmer.

The Oakland Business and Professional Women's Club is celebrating its second anniversary in its own building by a dinner dance to be held on Thursday, Nov. 19, to which we are all invited. The word "formal" appears on the invitation, but I have been told that that means anything except a street dress, so put on your best and come. Phone reservations to Mrs. Walker, Garfield 2481. Let's get a big crowd for Oakland like we did for Berkeley.

Our next meeting, a dinner, will be an extremely interesting one so make your plans now to attend and phone in your reservation. The speaker will be Mrs. Inez J. Welling of California Taxation, Inc., an organization which was started about a year ago in southern California and in which she represents the northern field. Her subject will be "Inheritance Tax." It is well worth while and instructive.

FOOT HEALTH

One of the most helpful booklets that has come to the editor's attention in a long while is "Foot Health," issued by F. L. Heim & Sons, Inc., San Francisco. Rare in deed is the mortal that knoweth not the sting of the pet corn and the grouch that resulteth therefrom. "Foot Health" not only tells the cause but the cure of these plagues of mankind, and in addition gives much useful information about the human foot and its proper care. Ask Johanna Heim to put your name on the mailing list.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 NOVEMBER 14, 1925 No. 45

Weekly *Program*

DINNER

Price One Dollar

TUESDAY, NOVEMBER 17, 1925, at 6:15 P. M.

CHANGE OF DINNER QUARTERS!

Owing to the fact that no further meals will be served at the former club rooms, 575 Market Street, this dinner meeting will be held at Aladdin Studio, Tiffin Room, 363 Sutter Street.

Speaker: Mrs. Inez J. Welling
Subject: "Inheritance Tax"

Mrs. Welling is field secretary for the Northern Division of the California Taxation Improvement Association. Her special province is to bring before the club women of the northern district of California the matter of taxation that they may intelligently form an opinion on a subject of vital importance to the state and to the nation.

Chairman of the Day: Mrs. Mary E. Stewart.

"THANK YOU"

The spirit of co-operation and good-fellowship which was displayed by our members during the past campaign was a wonderful revelation to us all, weaving a lasting bond between those who had the pleasure of working together.

The hours of time given meant a real sacrifice to the workers as they are all busy. Mae Barr came up from the country and gave all her time the last two weeks. Violet Neuenberg worked from 9 A. M. to 10 P. M. during the whole campaign. Lucille Lapachet worked morning, noon and night, fairly living the campaign. Lillian Hall gave a rally in her own home and wrote innumerable letters besides being our finance chairman and helping in many other ways.

The rally at the club was a great success, everyone helping to make it so. Zulu Clements paid for all the printing besides sending a check. Estelle Walker addressed all the envelopes for us.

I have not room here to tell you of all the wonderful things done by the different members. Everyone seemed anxious to help. We placed 50 quarter cards, sent out over 1000 postals, placed 9 auto signs and sent over 500 individual letters. The last week of the campaign we covered every evening meeting of importance and distributed cards. We took part in the automobile parade. Many of our members sent checks for which we are very grateful.

It was truly a work of love, for to know Margaret Mary Morgan is to love her. So it is with great pleasure and deep appreciation that I say, "THANK YOU."

CLOTILDA F. GABRIELE,
Chairman B. P. W. C. Campaign Committee.

WE ARE MOVING

Last Tuesday's luncheon was our last meeting in our former club rooms at 575 Market Street. The reason for this is that we will need the rest of the month to clean the rooms, separate the furniture we wish to take, and sell the rest. Through the generosity of Mr. Caire, our present landlord, we have been released from the last month of our lease and so can move into our new quarters in the Pacific Gas and Electric Building, 447 Sutter Street, on December 1. In our new home we will have an office for our secretary and a large room besides for our gatherings. The Housing Committee under the direction of Mrs. Mainprice has been given full authority to attend to the moving, selling of furniture, etc., and they hope to give you a comfortable new home where you can meet your friends in the evening for a game of cards, dance, or whatever you want to do. The date on which the new home will be open for inspection will be announced later.

FOR SALE

Owing to our new home being smaller than our present one and to the fact that we are doing away with the kitchen and dining

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Published Weekly, 575 *Market Street*
San Francisco *Telephone, Kearny* 3416
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Single copies. ..... .05

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Program.....M. Gertrude Wise
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room, we have quite a number of things to sell, and of course the club members are to have first choice of all articles. There are about thirty tables and eighty chairs to be sold—first come, first served. There are a stove, steam table, water heater, ice chest, cooking utensils, stove and pipe in front room, fixtures in front room, some dishes and numerous other things. You know pretty well what we have there, and if you are interested in anything just phone any one of the committee, Mrs. Mainprice, Mrs. Brace, Miss Elias, Miss Lord or Mrs. Walker, and they will tell you if you can have it. Remember this furniture must be sold in the next two weeks so don't delay, but buy now.

KEEP UP YOUR ATHLETICS

Swimming can't be beaten for the preservation of health, strength and beauty. The present swimming craze is doing wonders for women. This is the deliberate opinion of Louis de B. Handley, instructor for the Women's Swimming Association of New York who was amateur coach of the American Woman's Swimming Team at the last Olympic games. Mr. Handley's views, be it noted, are confirmed by experts of a different kind, and many instances are being cited of almost miraculous changes occurring in the case of weak and sickly girls who took up swimming.

The principle holds good for other forms of exercise, too, indeed for athletics in general. The American girl can keep her looks and her vigor if she keeps up her rational physical activities.—Osteopathic Magazine. (Contributed by Dr. S. H. Hamilton.)

When a man wanted to flatter a woman, he used to tell her that she didn't look her age. Now he tells her she doesn't look her weight!

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THE CHRISTMAS PROBLEM SOLVED!

"What shall I give her?" you sigh wearily, with knitted brows. Smooth the puckers from your forehead and hie you down to Anna S. Hunt, 449 Mason Street, corner of Post, for she has the solution to *your* Christmas problem. In her store there are dainty *boudoir slippers* and boudoir caps, too. There is a wide choice of *lingerie*, so dear to feminine hearts, *silk hose* in all the latest shades, and fascinating garters to go with them. *Novelty handkerchiefs* in all colors and packed in very attractive boxes make particularly appropriate gifts, as do hand-painted powder puffs, and a large assortment of other lovely novelties for the dresser. And Mrs. Hunt is offering *Dent gloves at special values!* If you know Dent gloves, you know what that means. Are these suggestions not timely? Then do your Christmas shopping early! Adv.

NEW SERIES OF LECTURES

A series of lectures on "Great Masters" will be given by Dr. Irving E. Baxter at the Brennan-LeRoy Studios, 545 Sutter Street, San Francisco, every Tuesday afternoon at 2:15 and every Thursday evening at 8:15, admission fifty cents. If you will give your name to our energetic and talented fellow member, Mrs. LeRoy, she will be glad to put it on the mailing list so that you may receive due notice of all the lectures.

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CLUB NOTES

By Estelle V. Walker

The Rummage Sale is over. We have added $36 to our treasury. This means that the things we gathered for the sale brought $72 and I think we did mighty well. They stated it was almost impossible to sell the shoes and hats but the other things sold well. The greatest demand this year was for men's clothes, so next time remember to bring some of Hubby's, Dad's, Brother's or Sweetie's belongings. Miss Dumas and her committee deserve a vote of thanks.

Many of our members have done things for the club for which they should be duly thanked, but it is almost impossible to remember them all, and unless someone tells me of what has been done I don't know about it. For instance, those members who have co-operated with us by patronizing our advertisers are doing a lot of good and we hope they will keep it up. Mrs. Brace has had some cards printed, reading "The Buisness Woman brought me here," and we wish you would all obtain some of these at the club rooms or through Mrs. Brace and leave them when you pay your bill.

Our daily luncheons are over. Since Miss Holdren left us to be married, Miss Goff has been presiding over the kitchen, and "they say" she is "some cook." It is with a little regret that I have to announce the end of these luncheons as it has always been a pleasure to go over to the club rooms and there meet with the different members each day. However, it is for the interest of the club to move into new quarters which will not permit serving meals.

Last week I reported that Gail Laughlin expected to visit us soon but did not know how soon. She is with us now, and we are looking forward to seeing her at our next meeting.

Don't forget the Oakland Party on the 19th. It's a dinner dance and formal. If you haven't made your reservation as yet, please phone it to Mrs. Walker, Garfield 2481.

An elephant was walking in the jungle when he came to a pheasant nest and found that the mother bird had deserted her family. The small birds looked lonely and cold and hungry.

"Poor things," said the kind-hearted elephant, in a sentimental voice, "They have no mother, so I'll warm them up a bit."

And down he sat on the nest.

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 NOVEMBER 21, 1925 No. 46

Weekly B&P WC *Program*

PRE-THANKSGIVING LUNCHEON

Price $1.25

Time—TUESDAY, NOVEMBER 24, 1925, at 12:15 P. M.

Place—PALACE HOTEL, Rooms 2024-2026

Speaker—"SALLY," Head of the Fashion Department of the San Francisco "Bulletin."

Subject—"THE PSYCHOLOGY OF DRESS."

A fascinating topic and to be discussed by an authority! Surely that should have an appeal for all women. If you have been perplexed about your winter wardrobe, come and find out what particular style suits your type, what colors are most becoming to your coloring, and why you feel at your best when you are "all dressed up" in clothes you like.

* * * * *

Thanksgiving is a time for the getting together of families. Our family is just now moving and so, instead of a dinner, we are having a family THANKSGIVING LUNCHEON at the Palace Hotel. See to it your chair is not vacant for the Chef has promised a delicious luncheon especially suited to women.

F A B SALES CONTEST

Here is an opportunity to make a nice sum for our Club and add an equal amount to the State Endowment Fund of the California Federation. This is the arrangement:

Colgate and Company will make up packages containing eight boxes of F A B, which we sell for one dollar. Fifty cents of this amount goes to Colgate and Company, twenty-five cents to the State Endowment Fund and twenty-five cents to our Club. We have received a number of order cards on which orders are to be taken and sent to finance chairman, accompanied by remittance. Deliveries will be made direct to address designated. Contest is to last five months, November 1 to April 1. Report of sales must be made to finance chairman of the Federation on the fifteenth and thirtieth of each month, and at the close of the contest a prize of twenty-five dollars will be awarded to the club selling the greatest number of boxes of F A B within the allotted time. There are also two other prizes.

Our president will appoint an F A B chairman and committee. In the meantime let's remember to order F A B through the Club. F A B, as you undoubtedly know, is a powdered soap, much like LUX.

Our first report to the Federation should be a worth-while one, so we will have to get busy on this at once.

—Mae G. Cummings.

MISS SARAH ODDIE, PROPRIETOR

Another of our members has given up a perfectly good salaried job to join the ever-growing ranks of women who go into business on their own account. We refer to Miss Sarah Oddie who since leaving the Bank of Italy, where she has been assistant director of the woman's department from the time of its opening four years ago, has purchased full ownership and taken over the management of The Seven Seas Gift Shop at 574 Grant Avenue, corner California Street, in which she was previously a silent partner.

This is a delightful shop which specializes in things artistic and Oriental, from materials for bags, ready cut for sewing, and every other form of applied art and Oriental treasure to candied ginger. Miss Oddie plans to develop a Chinatown shopping service and will find for customers just the shade of material or jewel needed to beautify the home or the person.

By the way, just about the first thing Miss Oddie did after she got settled in her shop was to send in an advertisement for The Business Woman. We hope that many of our members will visit The Seven Seas Gift Shop (doesn't it sound interesting?) while doing their Christmas shopping.

—L. M. W.

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THANKSGIVING GOODIES

Mae Cummings of the National Ice Cream Company tells us that the company is offering for Thanksgiving Week a special Thanksgiving brick—nougat, cherry custard—and in bulk loganberry water ice. If you are planning any of these for your Thanksgiving menu, better place your order early.

A DELAYED REPORT

It is slightly superfluous to announce at this time that the most important action taken at the business meeting of Nov. 3 was the decision of the club to move from its present location to quarters in the Pacific Gas and Electric Company's building at 445 Sutter Street, inasmuch as the energetic housing committee already has the moving well under way. So let us pass to the other important feature of that meeting—the description of the convention of the National Federation of Business and Professional Women's Club's at Portland, Me., by our fellow member, Mrs. Annie Little Barry—an intimate, chatty description of prominent people and events there.

With Mrs. Barry we lived the convention and learned much of that important gathering. Mrs. Barry declared that to her this great gathering personified "the spirit of self-supporting womanhood as expressed through organization," and she ended with, "What is to be California's part in it?"

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The Dramatic Section will meet at the residence of Miss Johanna Heim, 970 Geary Street, Apartment 56, Tuesday, Nov. 24, at 7:30 p. m. The play to be read is "Duley" by Georgia Kaufman. All are cordially invited.

A BUSY WOMAN DOES HER CHRISTMAS SHOPPING

"I have so little time to go to the stores that I don't see how I can ever get my Christmas shopping done," said one business woman to another at luncheon.

"I know how it is," returned the other, "but let me tell you how I saved a lot of time and got some lovely gifts, too. I went to Anna S. Hunt's store at 449 Mason Street —it's at the corner of Post, you know—and found she had a large assortment of dainty things that women like. I bought hand-painted powder puffs and similar pretty articles for my friends who like such things for their dressers. I bought *silk "undies"* and matched them with appropriate garters. I selected *silk stockings*—Mrs. Hunt has a wide range of colors—and fascinating colored handkerchiefs packed in attractive boxes, and I matched dainty boudoir caps with *boudoir slippers*. And I got a real bargain in *Dent gloves* for a friend who won't wear anything else."

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—for the increasing prosperity of this Department through the good-will of its many friends.

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A THANKSGIVING INVITATION

Hear ye, all who have no invitation for Thanksgiving dinner!

I am planning to have at my home, 626 Powell Street, Apartment 403, San Francisco, a genuine Yankee Thanksgiving dinner with "all the fixin's," and invite each and every one of you to join me. Come early and do the chores, the way the families do "down in Maine"; or if you can't come early, be there at 5:30 p. m. sharp with a good appetite; and if you can't come for dinner, drop in during the evening and help end a jolly day. Call me up at Sutter 1398 and let me know whether you'll be with us.

Ida M. Reed.

? ? ? ? ?

Have you been down to the club rooms to see if there is anything for sale which you would like to buy? Everything is arranged for your inspection. . . . . .

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SPECIAL

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 NOVEMBER 28, 1925 No. 47

Weekly B&P WC *Program*

BUSINESS MEETING

DINNER

Time—Tuesday, Dec. 1, 1925, at 6:15 P. M.

Place—Aladdin Studio, Tiffin Room, 363 Sutter Street.

This should be an especially interesting session, for the housing committee will have much to tell us and plans probably will be discussed for Chritmas. New members particularly are urged to come and take part.

Kindly make reservations by telephoning Kearny 3416 or Miss Taber, Sutter 5261: permanent list is still operative.

THE MATTER OF ATTENDANCE

In October, Dr. Bailey Willis, emeritus professor of geology, Stanford University, delivered at our club an exceedingly interesting lecture on "Our Next Earthquake."

This lecture, delivered by an eminent scientist, a recognized authority on his subject, was but one of many excellent programs which have been presented by the committee, and yet the size of the audience was not in proportion either to the high rank of the speaker or to the excellence of his discourse. And this has been true of other prominent and able speakers whose services the committee by special effort has succeeded in securing for the club.

A small audience cannot be considered as stimulating to a speaker, even though, as was the case when Dr. Willis spoke, it makes up for its lack of numbers by keen interest, and lack of attendance on the part of club members is not encouraging to the program committee, which must be at a loss to know what type of program is preferred.

Of course it is true that those were political times and members and their friends were working hard to re-elect Margaret Mary Morgan. It is equally true that there are occasions when absence from club meetings is unavoidable. However, interest in club activities is an essential factor of a strong organization; for that reason, and because of the courtesy due the speakers who give their time and best efforts and because of the appreciation owing the program committee for its endeavors, this appeal is made for a larger attendance at club meetings.

TWO INTERESTING MEETINGS

It was cheering news that Winfield Scott, representative of the California Redwood Association, brought to those in attendance at a recent meeting when he told of the steps being taken to reforest the redwood areas. At the time he spoke there were 3,000,000 trees in nurseries at Fort Bragg and Scotia that would be planted on 6,000 acres of ground. In telling of the reforestation program Mr. Scott said that "by 1930 those people who are in close control of the redwood business of this state will have planted a tree for every tree that has been cut since 1850." Other salient facts stated by Mr Scott were that there are 1,000,000 acres of uncut redwood in California; that there are 1,500 known uses for wood; that at the present rate of consumption the present supply of virgin timber in the United States will last only forty years. Mr. Scott illustrated his discourse with some beautiful views of the redwoods throughout the state. Miss Patricia Brown, sister of our member, Miss Rose Brown, read some original verses on the California redwood.

Another interesting address was that made by Mrs. Inez J. Welling at the dinner meeting held at the Aladdin Studio Nov. 17. Mrs. Welling, a forceful speaker, discussed "The California Inheritance Tax Law" and backed her statements by charts. Mrs. Welling represented the California Taxation Improvement Association, which she stated had been formed for educational purposes and is staging an educational campaign on the vital subject of taxation. Mrs. Welling stressed two faults

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Publicity.....Johanna E. Heim
Program.....M. Gertrude Wise
Reception.....Mae Shannon

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of the present California inheritance law, namely, the tax is a cash lien, and it must be paid immediately which results in confiscation. Another difficulty lies in the fact that the inheritance tax can be used only for certain things and that at present there is $2,000,000 surplus in the fund that cannot be used for anything else. Mrs. Welling gave as authorities Mellon on "Taxation, The People's Business" and Seligman on the opposing side. Miss Cummings, sister of our fellow-member, Mae G. Cummings, sang charmingly. She was accompanied by another member, Mrs. Bell.

BATH SALTS FOR CHRISTMAS

The Surplus Fund Committee has made up, and has ready for sale, a large quantity of bath salts beautifully colored, mostly in the small or 25c size bottle. Members of the committee will be glad to take your orders now so that you may be assured of having them on hand at Christmas time to help solve the gift problem. On account of moving into our new quarters, the present supply is all that can be prepared before Christmas, and it will necessarily be a case of "First come, first served." The committee suggests that you put your order in immediately, telephoning Sutter 6893 and asking for either Miss Dumas or Miss Baker.

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Our reproductions of Daguerotypes, Ambrotypes, Tintypes and precious old photographs and Minatures are most acceptable Christmas gifts to family and friends.

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HOLLY FOR CHRISTMAS—AND PICTURES

Wasn't that a nice little booklet Holly Todd sent out, with herself on the cover, jolly smile and all? The rejuvenation of old photographs is a peculiarly worth-while work. If you haven't stood outside of Mrs. Todd's studio, at 441 Powell Street and stared at the old, faded pictures—and then marvelled at them in their restored state, you have a treat ahead of you.

AN S.O.S. AND A TIMELY RESCUE

"I've got to buy something for Sally, my niece, who is away at school, and something for my chum, and then there are all the members of my family, and some of my women friends, and the little girl who does my mending, and there are three special orders to get out before the 15th, and how I'm to get it all done I don't know." And the busy proprietor of a prosperous business looked at her friend in despair.

"Well, giving unasked advice is one of my specialties, so I'll tell you what to do. You go down to Anna S. Hunt's—she keeps the Goodwin Corset Shop, you know, at 449 Mason Street, corner Post—and you'll find there a lot of novelties for dresser tops that will delight Sally's heart, and I'm sure she would appreciate a pair of *Dent gloves* to go with her sports coat. Mrs. Hunt is selling them at special values. You might also add some *silk stockings* and garters. Then for your chum you can get some lovely *silk lingerie* right in the same store, and for your other women friends colored handkerchiefs packed in attractive boxes, fascinating boudoir caps and *slippers* to match, and garters. And I'm sure the little mending girl would love one of the dainty hand-painted powder puffs you'll find among the other tempting gifts.

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DOUGLAS 755

? ? ? ? ?

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THE CHILDREN'S THEATRE

Hark! Hark. All ye who believe in Fairies. Take ye hence to The Children's Theatre, 1757 Bush Street, and live again in Fairyland. Mother Goose and all the Children of her Rhyme Book, assisted by her fairies, Silver Wing and Dust o' Gold, have been delighting big and little theatre-goers during the past few weeks. And next Saturday—CINDERELLA! The Children's Theatre is being directed by Mrs. John J. Cuddy, Mrs. Willie Tomlinson Wise and Mary Weaver McCauley, who have done such splendid work along these lines at Teachers' College. This is a cause that merits our support. Tell your relatives, friends and neighbors about it and help to make the Children's Theatre a permanent institution.

—Inez J. DuGuid.

POSITIONS WANTED

Further to serve the women of the club and of the community The Business Woman until further notice will publish once, without charge, the qualificationst and experience of unemployed business women. Answers may be Addressed in care of the club, 445 Sutter Street.

Experienced stenographer with 3 years experience in newspaper and publicity work would like position in connection with publicity work, or as private secretary. M.M.A.

Young woman who has held postions as children's librarian, secretary and art librarian, secretary of a private school and registrar of a teacher's college, would like position along similar lines. H. M.

Have you sent in your answer to the questionnaire?

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VOL. 2 DECEMBER 5, 1925 No. 48

Weekly B&P WC *Program*

LUNCHEON

Price Ninety Cents

TUESDAY, DECEMBER 8, 1925, AT 12:15 P. M.

Marquard's Cafe, Geary and Mason Streets, Empire Room

Speaker—F. T. Letchfield of the San Francisco Chamber of Commerce

Subject—"Bay Bridge Projects"

The question of bridging the bay is one of vital interest to all residents of the Bay region and to San Franciscans particularly. The problem has been given more or less attention for a great many years. For the past few years it has been much in the public eye, and a number of projects of varying degrees of feasibility have been offered as solutions. Mr. Letchfield is a mchanical engineer, an electrical engineer and an industrial engineer, well qualified to discuss some of the projects which have been proposed. He holds no brief for any one of the plans submitted, so here is an opportunity to hear an impartial discussion of the matter.

GOLDEN RULE OBSERVANCE

By Emily Wade,
Director, Golden Rule Observance

One outstanding element of the strength of the business and professional women lies in their service, and to that service is made the appeal for this year's Golden Rule Observance.

The Golden Rule Observance was born at a dinner given by the League of Nations in Geneva, in August, 1922, after investigating the dire need of the refugees and orphan children in Greece and Turkey, and since then has become an annual occurrence. This third observance falls on Sunday, Dec. 6, when the Near East Relief asks everyone interested in bringing the world back to a state of peace, to eat a very simple meal like that served every day to the little children in the war orphanages of the world. The purpose of this Golden Rule meal is to place the partaker in a closer spiritual understanding of the condition of the little children of the Near East, who, through no fault of their own, are deprived of friends. or relatives, of home, of country. It is sacrificial, in that it gives you the vision of their need and helps you to realize what the practical application of the Golden Rule would mean to *your* child if he were "over there," alone and destitute.

The life of a little child hangs on your Golden Rule gift. This gift may be a monthly pledge of a certain sum of money; it may be sponsoring an orphan, at $100 a year, and thereby providing it with food, clothes, shelter and education. It may be the widow's mite, expressed in the difference in the cost between a Golden Rule meal and the ordinary Sunday dinner. The future welfare of 100,000 children lies in our hands. They are all under fifteen, the majority under twelve. Except for us, they are fatherless, motherless, countryless, friendless.

International Golden Rule Sunday is a day for reconciling our deeds with our creeds, for measuring up our lives by the Golden Rule. Will you join us in this great observance?

GOOD DEMAND FOR UNIVERSITY WOMEN

In conjunction with the item, "The College Woman in Business," published in the Oct. 17 issue of The Business Woman, the following clipping from the San Francisco Chronicle is of interest:

More college women are being placed in business positions of responsibility than ever before, declares Mrs. Leslie Ganyard, chief of the University of California vocational bureau.

"Legal firms, real estate companies and large insurance corporations are taking university women into their organizations faster almost than we are able to supply them," Mrs. Ganyard said. "Salaries, however, are not being paid in accordance with the increased demand for female help. This may be accounted for in the fact that the scope of work opening to feminine help is being broadened at present for the first time in industrial and professional history."

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LIFE SHORTENERS

Colds are commonly credited to a draught indoors or to exposure of the membranes to cold air or dampness out-of-doors; but as a matter of fact, they usually come from imprudent eating and from a lack of exercise and fresh air. Other causes which may induce disease, and of which many persons are unaware, are torpid liver and constipation. The means of avoiding these life-shorteners are therefore important enough to warrant careful study.—Dr. J. W. Bohrer in Osteopathic Magazine. (Contributed by Dr. S. H. Hamilton.)

A GIFT SUGGESTION

Have you seen the Christmas number of Camera Craft with its singularly appropriate cover showing the sleepy little girl cuddled in the big chair before the fireplace where her tiny stockings hang? Then of course you exclaimed over the photographs, so lovely and so beautifully reproduced that one wants to frame them all, and decided to try to follow the directions in the article on "Home-Made Holiday Cards." There are timely and appropriate articles in every issue for the professional photographer and for the amateur. What more suitable gift for your friends who own cameras than a subscription to Camera Craft?

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DRAMATIC SECTION MEETING

The next meeting of the Dramatic Section will be held Tuesday evening, Dec. 8, at 7:30, at the new club rooms, 447 Sutter Street. "Outward Bound," by Sutton Vane, will be read.

SUE SHOPS SENSIBLY

"I'm just dead!" groaned Nell, sinking down on the couch after a Saturday afternoon shopping tour. "If anyone says 'Christmas' to me, I'll bite 'em!"

"I know," sympathized Sue, "I've been there, too. I'm so sorry you didn't go shopping with me. I did all mine in one place. I went to the Goodwin Corset Shop at 449 Mason Street, corner of Post—Anna S. Hunt, the proprietor, is a B. P. W. C. member, you know and she has a wide assortment of silk stockings, and I bought a number of pairs in the latest shades, and there is an equally wide choice in dainty silk lingerie. I was exceptionally well pleased to find special values in Dent's gloves, they make such acceptable gifts that I bought several pairs. Then I chose some dainty boudoir slippers, caps and garters in matching and contrasting tones. I'll use them both as combination gifts and singly. Handkerchiefs, of course, are always appropriate so I bought colored ones—they're the latest thing, you know—and one of the things about these that appealed to me was that they are packed in very attractive boxes. And last but not least Mrs. Hunt has a stock of hand-painted powder puffs and other novelties for dresser tops that are so charming I wanted to buy them all."

"That's where I'll do the rest of my shopping," said Nell decisively.

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CLUB NOTES
By Estelle V. Walker

The Club extends deepest sympathy to Mrs. Teresa Foreman in the recent loss of her mother.

Mrs. Brace, one of our "peppiest" workers, has been missed this past week. She has been home sick with the "flu."

Didn't we have a lot of fun at our last dinner at the Aladdin Studio? We were a little bit crowded, yes, but there was an undercurrent of fun and good fellowship that we haven't had for some time. Then, too, we welcomed several old members whom we haven't seen for a long while—Emily Williams and Lillian Palmer, who have spent most of their time down at Wake Robin; Z. Kathleen Ayers, who is just recovering from an operation for appendicitis; Miss Floyd, Miss Berton, Miss Ramon, Miss Mason and Miss Hoyle. We also welcomed a new member, Miss Haas, of the Crown Willamette Paper Company. We hope we will see all of these members oftener from now on.

Anna Mason came to our last dinner and brought four guests with her whom we were glad to welcome—Miss Peggy Frank of Victoria, B. C.; Miss Bert Pugh of Melbourne, Australia; Miss Edith Flett, secretary to Dr. Ryan, San Francisco, and Miss L. C. Joseph nurse for Dr. Ryan, San Francisco.

Mrs. Grace Perego has just returned from a two weeks visit at the Hotel del Coronado. The Home Builders' Association sent her as a delegate to the American Plan Open Shop Conference, a national conference held semi-annually, at which she had the honor of opening the discussion on "Women in Industry."

As this subject will come up in a much broader way at the conference to be held in Detroit in May, Mrs. Perego would very much appreciate it if any of the club members who are in touch with large employers of women would telephone her, as she would like to discuss some matters with them.

Have you sent in your answer to the questionnaire?

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VOL. 2 DECEMBER 12, 1925 No. 49

Weekly *Program*

PRE-CHRISTMAS DINNER
PRICE $1.50

TUESDAY, DECEMBER 15, 1925, AT 6:15 P. M.
PLACE: St. Germain, 60 Ellis Street.
SPEAKER: MR. ETTORE PATRIZI, Editor L'Italia.
SUBJECT: "Italy Under a 'Dictatorship'."

Of late the white light of public attention has been focused to a large extent upon Benito Mussolini, the so-called dictator of Italy. He is an outstanding political figure; report gives him a personality decidedly individual. Mr. Patrizi, a fellow San Franciscan, recently returned from Italy where he spent a year observing and studying conditions in Italy. Thus is presented to the club membership an opportunity to hear a most interesting current topic discussed by a man particularly well qualified for the task.

MUSIC: Special Italian selections.
CHAIRMAN OF THE DAY: Miss Ethel Jones.

FOR CHRISTMAS CHEER

As the holiday season again draws near, with its abundance of joy and happiness for those of us who are fortunate enough to be surrounded by friends and have sufficient means with which to procure at least the ordinary comforts of life, we must not permit ourselves to overlook the countless number of those who are less fortunate.

Last year for the first time this club, instead of holding its annual Christmas Jinks, adopted the plan of distributing Holiday Sunshine and Cheer to a few of the destitute and lonely families in our community. We all of us know how greatly that effort was appreciated by those to whom assistance was rendered.

It is the desire of the committee to make an even better showing this year. If only one additional family is taken care of, we shall be well satisfied. To this end we are making an appeal to every member of the club. Donations of money, food or clothing will be greatly appreciated by the committee. Cash can be made to go further in the hands of the committee, due to our ability to buy at wholesale, than it would if purchase of food were made by individual members. However, food will be very gratefully accepted from those members who wish to give that in preference to cash.

Many of us have clothing hanging in our closets which is no longer good enough to wear to business but yet would keep some woman warm and answer her needs all winter. For donations of any such the committee will be very thankful.

Members are requested also to notify Mrs. Mae E. Barr, chairman of the Christmas Cheer Committee, of any worthy family or person whom they know to be in want. Complete information regarding each such case is requested. Please advise as to name, address, number of children, their ages, and such other data as to their circumstances as will be of service to the committee in determining which are the most worthy and needy cases among those reported.

The strictest confidence as to the identity of those receiving aid will be maintained in order that no embarrassment will be suffered by them.

The committee also would appreciate the name and address, etc., of any person who is without friends or family to remember them with a word of cheer. While financial aid may be entirely unnecessary in such cases, a bright and cheerful greeting will make their holiday a happier one.

Members with automobiles at their disposal who may be called upon to aid in the delivery of the Christmas packages are requested to leave their names, addresses and telephone numbers with Mrs. Barr.

Please address all communications and contributions to Mrs. M. E. Barr, care of Business and Professional Women's Club, 445 Sutter Street, San Francisco.

—Mae E. Barr, Chairman.

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Secretary.....Alice Jones
Treasurer .....Lydia Johnson
Auditor .....Ada H. Brace
Honorary President, Lillian Palmer

Directors
Lilian Elias
Clotilda Gabriele
Rose Mainprice
Ida M. Reed

Committee Chairmen
Finance.....Rose Mainprice
House.....Oristella Taber
Membership.....Florence C. Attridge
Publicity.....Johanna E. Heim
Program.....M. Gertrude Wise
Reception.....Mae Shannon

Do not order your
CHRISTMAS CANDIES
until you have seen
UNDERWOOD'S HOMEMADE SWEETS
851 CALIFORNIA ST. (Arcone Apts.)
Telephone Kearny 3389

Diamonds, Watches, Jewelry, Silverware and Novelties—Special attention given to remodeling and designing jewelry
THOMAS P. DAVEY
510 Howard Building, 209 Post Street
Phone Douglas 9078 San Francisco

FURS
Before you supply your needs, see
SCHUNEMAN
166 Geary Street Room 92
Phone Sutter 2312
You will find here the best in furs of all kinds, at reasonable prices.
Garments made, remodeled and repaired.

TWO CLUB SESSIONS

Charming "Sally" of the San Francisco Bulletin, who gives nightly advice on affairs of the heart and on clothes, addressed the club at our luncheon meeting held at the Palace Hotel on the charm of individuality and personality in dress. The question box following the meeting revealed a desire on the part of business women for counsel on the selection of their wardrobe and this Sally volunteered to give, offering to go shopping with any member of the club, provided, of course, they did not appear in too large numbers to take advantage of this opportunity. The Thanksgiving flavor of the food was excellent and the meeting so large that it threatened to overflow the room and was only saved from that by reason of the fact that the majority of the club membership are blessed with stylishly slender silhouettes.

The last business meeting was a jolly informal affair. presided over by our honorary president, Miss Lillian Palmer, in the absence of our president, Dr. Susan Harris Hamilton, and our vice-president, Miss Ida J. Lord. High lights of the session were a rising vote of thanks to the housing committee which has worked so faithfully and efficiently at the unpleasant task of removing the clubs's lares and penates and installing them in the shrine; the starting of a savings account for the club by the contribution of ten cents by each member present; a letter of appreciation from Mrs. Vest (nee Weeber) read by Miss Walters; and the preliminary discussion of the Christmas Cheer work.

THE FAB CONTEST

The chairman of the FAB Contest Committee has announced that committee activities will be discontinued until after the first of the year. Members are requested to continue in their endeavors to take orders to fill the ten order blanks sent with each sample parcel. Announcement of the date when committee activities will be resumed will be published in The Business Woman.

449 Mason St., Cor. Post Prospect 892
ANNA S. HUNT
GOODWIN CORSET SHOP
Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

BELLE BUYS BARGAINS

"Well, there's the greater part of my Christmas shopping," said Belle with satisfaction, snipping strings and ripping off wrappers. "Look, Mary. *Colored handkerchies.* Aren't they boxed attractively? And *silk stockings.* Lovely colors, don't you think so? Here are the garters I bought to go with them. And oh, wait till you see the adorable undies I bought—two peach, two orchid and one rose. Here they are! Oh, no, those are the bedroom slippers. Sweet, aren't they? I got several *boudoir caps,* too. And I found a real, honest-to-goodness bargain in *Dent's gloves!* Peg won't wear anything else, you know, so I got an extra pair. Going to keep one pair and give it to her on her birthday. Aren't I the thrifty child? What's this? Oh yes, doodads for dressers. Don't you think they're cute? And these are *hand-painted powder puffs.* I do think they are so pretty and dainty—what did you say?"

"I tried to say," said Mary, with dignity, "that if you could stop gushing and catch your breath long enough to tell me, I'd like to know where you did your shopping."

"Oh, didn't I tell you? Why, at the Goodwin Corset Shop, 449 Mason Street, corner Post. Anna S. Hunt is the proprietor, and she has a lot of lovely things just like these. Better hurry and get some before it's too late."

FLOWERS FOR CHRISTMAS

Don't forget that flowers make a happy choice for Christmas gifts and that a potted plant can give pleasure for many months after the holiday season is past. The Francis Floral Shop, 437 Powell Street, is offering a one dollar special that is well worth investigating.

Maudie—What's wrong withthe car; it squeaks dreadfully.

Jimmie—Can't be helped; there's pig iron in the axles.

She—While you were in Europe, did you see any romantic old ruins?

He—Yeah, and one of them wanted to marry me.

A SUGGESTION

Our reproductions of Daguerotypes, Ambrotypes, Tintypes and precious old photographs and Minatures are most acceptable Christmas gifts to family and friends.

Holly Todd STUDIO

Telephone Carfield 2366

441 Powell Street, below Sutter Street

CHRISTMAS PREPAREDNESS

We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

Membership in this Club means financial preparedness for Christmas, 1926.

Bank of Italy
Savings – Commercial – Trust
Head Office – San Francisco

Women's Banking Department
Market, Powell and Eddy
Telephone Douglas 6000

When patronizing our Advertisers Boost our Club by mentioning THE BUSINESS WOMAN

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ANYTHING -- ANYWHERE -- ANYTIME
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and other bodily disorders
Corrected Rapidly and Permanently with
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Ask for Our Free Literature

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1924 Broadway, Oakland — Phone 2464 Oakland

BETTY BROWN

has baked your delicious Christmas fruit cake, using California products.

Buy your cake through A. H. Brace and thereby increase the surplus fund of The Business Woman.

DOUGLAS 755

BATH SALTS

Beautifully Colored Nicely Scented

Include a few bottles on your Christmas Gift List and increase amount of Club Surplus Fund.

Telephone Sutter 6893, Ask for
MISS DUMAS or MISS BAKER

CLUB NOTES
By Estelle V. Walker

At a recent meeting we had the pleasure of having as our guest Mrs. Chalmers, President of the Soroptimist Club. She enjoyed the meeting so much that she said she was going to recommend to her club at least one dinner meeting a month as it gives you a better opportunity to meet your fellow members and there is an undercurrent of congeniality and fun which is missing at luncheons.

Mrs. Greenman called at our new club home last week before we were settled but we were mighty glad to see her just the same. She has been taking a rest cure for the past three months and following a trip to Seattle for the holidays she hopes to return to business and the club.

Lillian Palmer presided at our last business meeting and it certainly seemed like old times. When it comes to presiding at meetings no one can beat Lillian.

Mrs. Adah Martinson, one of our associate members, is in town for a few weeks and hopes to locate here permanently and become an active member in the club again. We will be glad to have her back.

Harriet Sweesey had an accident a couple weeks ago which, at the time, seemed of no importance. However, she has since been suffering a great deal as the result of it. She was getting on a street car when the conductor started the car and she was thrown on her back.

"Reservations for luncheons and dinners must be made," so says our Doctor Hamilton. Have you made yours?

'Twas in a restaurant they met,
One Romeo and Juliet.
'Twas there he first fell into debt,
For Romeo'd what Juliet.

It was on A. M. Baby: "Baw! Baw! Baw ! Baw!

Irate Father (climbing out of bed): "Ho hum! Four bawls and I walk!"

Have you sent in your answer to the questionnaire?

FLOWERS FOR CHRISTMAS
Phone, call or write to
MISS FRANCIS
(Club Member)
THE FRANCIS FLORAL SHOP
437 Powell St. Phone Douglas 1132-4041
Flowers shipped to all parts of California so as to arrive on Christmas Day.

HEALTH
The ruling and governing power of the world
A woman's beauty is dependent upon her health.
Get Well and Keep Well
BOND HYGIENIC INSTITUTE
Ladies' Department
775 Geary Street, Apt. 105, Phone Prospect 8643
for appointments

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EXPERT HAIR CUTTER
Specializing in
HAIR CUTTING FOR LADIES
Hair Bobbed Artistically to suit each individual type of beauty.
Entrance, 15 O'FARRELL ST., Near Market

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228 Powell Street
Phone Kearny 4591

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TELEPHONE GARFIELD 2800
Oriental Art
Interior Decoration
Distinctive Gifts
Sarah S. Oddie

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 DECEMBER 19, 1925 No. 50

Weekly *Program*

B&P WC

LUNCHEON

PRICE 85 Cents

PLACE: MARGUARD'S CAFE, Geary and Mason Streets, Empire Room
TIME: TUESDAY, DECEMBER 22, 1925, AT 12:15 P. M.
SPEAKER: D. V. NICHOLSON, of the California Automobile Association
SUBJECT: "California Public Safety Conference."

In line with the campaign for public safety, the regulation of traffic, the education of the populace to avoid jaywalking, and kindred subjects, Mr. Nicholson will discuss the steps being taken to safeguard life and limb on California's highways and byways.

HOW TO GET MARRIED THOUGH INTELLIGENT

There is a certain section of our literature made up of numerous short stories in the current magazines and occasional popular novels which might be called the "how-to-get-married" school. It consists of tales of sensible and intelligent women, usually successful business women, who are everything which is commendable except married. Spring, approaching bankruptcy or the advice of a friend (the causes vary with the whim of the author) suddenly occasions a desperate resolve on their part. They buy a red hat, rouge their lips and place three drops of perfume behind each ear. The next day they are married to the man of their choice. Belonging to the same class of literature is the words-for-the-lovelorn column of the daily newspaper and the talks-with-young-girls article of the woman's magazine. And the sum and substance of the advice is this: "Look as frivolous as possible. Show an interest in no serious subject. Avoid frankness at all hazards. Pretend to love affairs if you have them not. Never, never, let them know you have brains."

Far be it from me to question the potency of perfume and scarlet lips when combined with spring as an intoxicating drink—but, good heavens, what a basis for marriage. Just reverse the roles for a moment. Millicent, who is a sensible girl, a college graduate and a very good secretary, has paid no attention to Harry, a rising young professional man, until one morning he comes down to the office with white spats, a monocle and with three drops of hair oil on each point of his moustache. She talks with him and discovers to her pleased surprise that he conducts himself as nearly like a moron as possible and has no opinions, combined with an attractive profile. Does she marry him?

Marriage looked upon by one who has not tried it appears to be a delicate and a serious business, requiring, if it is to prove a success, as much of honor and of brains on both sides as can possibly be put into it. Men do not seem to feel the same way about it. Or—can it be?—perhaps the current fiction is wrong.

—Clotilde Grunsky

A WORTH-WHILE SOURCE FOR CHRISTMAS GIFTS

For many months prior to the holiday season the women prisoners at San Quentin have been busy making garters, holders, housewives, ribbon novelties, hand-embroidered towels and other dainty articles appropriate for Christmas gifts. "The law provides that the women prisoners may make needlework and be permitted to sell it and that the money received from the sale of any article shall be placed to the credit of the woman who made it and be turned over to her when she is released. The purpose of the law is to promote interest and industry on the part of the women prisoners and to encour-

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Garments made, remodeled and repaired.

age them to keep busily employed. The money that they derive from their work and skill will aid their rehabilitation and enable them to help themselves when their terms expire."

The quotation is taken from a statement made by the committee in charge of the sale of these articles, of which Mrs. James Hamilton Morton is chairman. Mrs. Morton has been interested in welfare work with the women prisoners at San Quentin for the last twenty years. About two weeks ago, through the courtesy of The White House, the articles for sale were on display in that store where perhaps many of the club members saw them. They have since been removed, but anyone interested in helping a worthy cause and at the same time securing some dainty, attractive gifts may obtain further information by communicating with Mrs. Morton, 17 Presidio Terrace, Bayview 8276.

A MERRY CHRISTMAS and
A HAPPY NEW YEAR
to you, all.
GRAYCE L. REDMAN
R. R. SUPPLY CO.,
P. O. Box 782, Taft, Cal.

A WILLING WORKER

This issue carries an advertisement offering the services of T. Wetendorff, whom the housing committee found invaluable during the strenuous days of moving. This man successfully attended to the plumbing, electrical work, carpentering, painting and a multitude of odd jobs that seem to turn up endlessly at a time like that. Mr. Wetendorff's wife has been an invalid for many years, and as a consequence he has become, as one member of the committee phrased it, "a wonderful housekeeper." He is particularly anxious to secure steady employment, but in the meantime would welcome temporary work. The housing committee vouches for him as being reliable, conscientious and a willing worker.

449 Mason St., Cor. Post Prospect 892
ANNA S. HUNT
GOODWIN CORSET SHOP
Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

AUBREY & CARLSON
166 Geary Street Garfield 2881
EUGENE PERMANENT WAVING
Superfluous hair permanently removed
Soft water and sun dry shampoos
SHOP OF PERSONAL SERVICE

OF CATS, CANARIES AND CHRISTMAS SHOPPING

"Lo, everybody!", Amy greeted a group of members of the Business and Professional Women's Club gathered in the lounge.

"You look like a feline that has just swallowed a pedigreed canary," bantered Peggy. "Why the satisfied expression?"

"I know just how that Thomas cat felt," returned Amy. "I haven't devoured anyone's feathered pet, but I have done my Christmas shopping early, painlessly and satisfactorily!"

"How?" Where?" "When?" chorused her listeners.

"At Anna S. Hunt's Goodwin Corset Shop, 449 Mason Street, corner of Post," said Amy, and began to chant, litany like—

"If you want *silk stockings*, Anna S. Hunt has them. If you want pretty garters, Anna S. Hunt has them. If you like frilly things, like silk lingerie and *boudoir caps*, Anna S. Hunt has them. If you are planning to give *colored handkerchiefs*, Anna S. Hunt has them, attractively boxed. If a bargain in *Dent gloves* would appeal to you, Anna S. Hunt has it. If you have dainty *boudoir slippers* on your list, Anna S. Hunt has them. If you think *hand painted powder puffs* would gladden the hearts of your feminine friends, Ann S. Hunt has them. If you like to choose from an assortment of novelties for dresser tops—

"Anna S. Hunt has them!" cried the others in one breath.

"Let's go over now and have a 'looksee'", suggested Peggy. "Amy has given me some ideas."

"Agreed!" And the merry group departed in a body for the Goodwin Corset Shop.

A SUGGESTION

Our reproductions of Daguerotypes, Ambrotypes, Tintypes and precious old photographs and Miniatures are most acceptable Christmas gifts to family and friends.

Holly Todd STUDIO

Telephone Garfield 2366

441 Powell Street, below Sutter Street

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We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

Membership in this Club means financial preparedness for Christmas, 1926.

Bank of Italy
Savings - Commercial - Trust
Head Office — San Francisco

Women's Banking Department
Market, Powell and Eddy
Telephone Douglas 6000

When patronizing our Advertisers Boost our Club by mentioning THE BUSINESS WOMAN

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ANYTHING -- ANYWHERE -- ANYTIME
R. J. WATERS & CO.
717 Market Street Douglas 1566

OVERWEIGHT and CONSTIPATION
and other bodily disorders
Corrected Rapidly and Permanently with
WHOLE GRAIN WHEAT
Ask for Our Free Literature
CALIFORNIA HEALTH FOOD SERVICE
1924 Broadway, Oakland — Phone 2464 Oakland

BETTY BROWN
has baked your delicious Christmas fruit cake, using California products.
Buy your cake through A. H. Brace and thereby increase the surplus fund of The Business Woman.
DOUGLAS 755

BATH SALTS
Beautifully Colored Nicely Scented
Include a few bottles on your Christmas Gift List and increase amount of Club Surplus Fund.
Telephone Sutter 6893, Ask for
MISS DUMAS or MISS BAKER

If you can use the services of a man who is capable of doing plumbing, carpentering, painting and electrical jobs, one who is accustomed to housework, whose judgment is good, and who is reliable, conscientious and has a good personality, communicate with T. Wetendorff, in care of the club. Rates reasonable.

CLUB NOTES

By Estelle V. Walker

HARK YE! HARK YE! ALL YE CLUB MEMBERS!!

A cordial invitation is extended to ye all to attend an informal housewarming on Monday and Tuesday evenings, December 28 and 29, at the home of

Augusta M. Alexander
and
Grace E. Sweeney
1276 Jones St., Apt. 6, (cor. Clay)
No reply necessary— Just come.
Hours 8 to 11 P. M.

We were glad to welcome Mrs. Sharlin at our last luncheon and hope she is planning to stay with us for a while. As you all know, she has been in the East for the past year or two and we have missed her.

Ida Lord has returned from a very pleasant vacation in Los Angeles. Every year she spends Thanksgiving with her friends in the South.

Caroline Bachich spent Thanksgiving in Riverside and had a wonderful trip.

We had a chance to say "hello" to Grayce Redman again last Tuesday, and we hope she will find it possible to come to San Francisco on a good many Tuesdays.

"Eating out" seems to agree with our club as we have better attendance than when we ate at home. Last week we were glad to see Caroline Nelson who has not attended for about a year and we hope she is going to turn over a new leaf now and come regularly. We also had the pleasure of welcoming Viola Rogers of The Emporium for the first time.

Have you sent in your answer to the questionnaire?

FLOWERS FOR CHRISTMAS
Phone, call or write to
MISS FRANCIS
(Club Member)
THE FRANCIS FLORAL SHOP
437 Powell St. Phone Douglas 1132-4041
Flowers shipped to all parts of California so as to arrive on Christmas Day.

HEALTH
You are invited to call and learn more about
The HYGEX REJUVENATOR
and what it will do for you.
Nature's way makes you better day by day.
BOND HYGIENIC INSTITUTE, Ladies' Dept.
775 Geary Street, Apt. 105, Phone Prospect 8643
for appointments

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SPECIALIST IN ELECTROLYSIS
Scientific Care in removing Superfluous Hair, Warts and Moles by the Latest Electric Method
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1623 Broadway
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228 Powell Street
Phone Kearny 4591

THE SEVEN SEAS GIFT SHOP
574 GRANT AVENUE • SAN FRANCISCO
TELEPHONE GARFIELD 2800

Oriental Art
Interior Decoration
Distinctive Gifts
Sarah S. Oddie

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 DECEMBER 26, 1925 No. 51

Weekly *Program*

TUESDAY, DECEMBER 29, 1925, at 8 P. M.
Club Rooms, 447 Sutter Street
FORMAL OPENING OF CLUB ROOMS
AND
JINKS
FUN — FRIVOLITY — MUSIC — REFRESHMENTS

Bring a present of the value of fifteen cents for yourself and each of your guests. They will be distributed by Santa Claus. Mrs. Cosgrove is chairman of the Gift Committee.

GROUP INSURANCE FOR OFFICE WORKERS*

Contributed by May F. Riley
Metropolitan Life Insurance Co.
San Francisco.

(In line with the policy of encouraging members to discuss the work which they, or the companies they are affiliated with, are doing, Mrs. Riley has been asked to contribute the following article, of which this is the first installment.—Editor's note.)

Sitting in his favorite chair, smoking his choice after-dinner cigar and reading his pet trade journal, the office manager's attention is attracted to an article with the following caption:

One Policy insures 100,000 *Employees*

The contribution tells how the president of one of the biggest railroads in the country has signed a group insurance contract which enables all of the employees in his company to enjoy insurance protection.

But, just what is group insurance? Why should any company insure the lives of its employees? What does a company expect to accomplish by such a move? Why are so many institutions providing group insurance for their employees? Does it furnish the same protection that his own insurance policy gives him? How does the cost compare with that of his own insurance? And a myriad of other questions come to his mind.

*Extracts from an article by Robert W. Sparks, Policyholders' Service Bureau, Metropolitan Life Insurance Company.

Group insurance is an undertaking in building good-will and good-will is conducive to longevity of service from employees.

Group insurance is a plan whereby the increased buying power of an institution can be used for the employees' benefit.

When the conductor or motorman buys a suit of clothes he is usually forced to pay a higher price for it than the traction company pays for the uniform he wears, that is purchased in quantities. This superior purchasing power is brought into play when buying group insurance. It is insurance purchased in wholesale quantities.

By arranging to protect all of his employees or all who are working in certain divisions of the company, an employer can secure rates that are considerably below those quoted in individual policies in the open market. Insurance companies can offer group insurance at lower rates because there is only one policy issued and carried by the insurance company regardless of the number of employees to be insured (providing there are over fifty). This is known as a blanket policy, and covers the lives of all insured workers. Of course, this simplifies the administration of the insurance and results in a considerable saving of clerical expense. This saving helps reduce the cost.

The premium is figured on the average cost.

(To be continued next week.)

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Garments made, remodeled and repaired.

SMILES

Smile, if you have to take a series of facial calisthentic exercises before your mirror every morning. Learn to smile by going among smiling people. Attend pleasing entertainments. Read humorous books and periodicals and cultivate the habit of seeing the genuinely funny in every situation. Do not do this with the idea of being sarcastic or of making people uncomfortable by making fun of them, for that will never make friends. What I mean is to learn to indulge the inward chuckle which starts at one's heart and just ripples outward, touching the edge of the whole day.

Smile whether you feel like it or not. After a while you will really feel like it, and the day which started out so drab and chill, will be brightened by genuine sunshine. If you positively cannot smile, and the most skilful surgeon you can find declares he cannot perform an operation which will permit you to smile, then take it for granted that Nature never intended you would be a storekeeper or in any line of business in which you would come in personal contact with the public.

Plant a smile, and you will reap a crop of smiles; plant a frown, and thistles and tares will spring up and entangle your pathway. Give your employees the benefit of your sunny side. Let your children and family know you at your best. Let your friends appreciate your truly genial and kindly side. Do not save your smiles for the occasional or chance acquaintance. Give your best where it will mean most!

—How to Sell.
(Contributed by Dr. S. H. Hamilton)

ORIENTAL DAINTIES

If you have a sweet tooth—and have to keep an eye on a diet that frowns on candy—here is a ray of hope. Underwood's, 851 California Street, San Francisco, make a specialty of "Sheerinee" (Persian sweets) which are "rich in vitamins, contain no cane

449 Mason St., Cor. Post Prospect 892
ANNA S. HUNT
GOODWIN CORSET SHOP
Wraparound Corselette, Girdles and Surgical Belts, Neckwear, Hosiery, Underwear

sugar or syrup, and are filled with fruits and nuts, preventing such great concentration of carbohydrates as candies carry that are just pure sugar." Ginger crystals, grapefruit crystals, chocolate kumquats, and Chinese sesame cakes are some of the other tempting dainties that can be obtained at Underwood's. Attractively wrapped, they make charming Christmas gifts.

A MERRY CHRISTMAS and
A HAPPY NEW YEAR
to you, all.
GRAYCE L. REDMAN
R. R. SUPPLY CO.,
P. O. Box 782, Taft, Cal.

To Our Member Clubs:

At Christmas time we commemorate with gifts God's greatest gift to humanity, that of a Life dedicated to the service of mankind, and it is also our custom to give voice and pen to transmitting the thought that the Christmas season may be a happy one and the comng year most prosperous.

We will learn, as we travel on, that from the beginning to the end of life the greatest gift within our power to bestow, and yet the most difficult, is the gift of self in service. It is to this our Federation is dedicated and the Christmas gift we would like to convey to all is a pledge that each year will find us with a greater mastery of the task of service and a better understanding of the needs of friendship.

A few more steps and we will push aside the doors that we may pass out upon the Highway of 1926. We will not wish to find a smoothly paved road but hope instead that we may look upon a path marked for the building of a splendid roadway and be blessed with the vision to plan it well and the strength and will to insure accomplishment.

Sincerely,

CALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS,

Z. CLEMENTS, President.

December 15, 1925.

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Telephone Garfield 2366

441 Powell Street, below Sutter Street

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Market, Powell and Eddy
Telephone Douglas 6000

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CLUB NOTES

By Estelle V. Walker

The Club extends sincere sympathy to Stella Hoge in the recent loss of her sister and father.

At the dinner held at the St. Germain last week we had as our guest Mrs. Holbrook of the San Mateo Women's Club, who gave us an impromptu talk on joining the United Federation of Women's Clubs.

Don't forget to buy a 15c present for yourself and guest for next Tuesday. A lovely and interesting program has been planned by Mrs. Leroy and Mrs. Cosgrove. Santa Claus is coming so you want to be there too.

Ida Reed was hostess at a jolly dinner Monday evening, Dec. 14, in her cozy little apartment on Powell Street. Those who partook of her hospitality (which included homemade mince pie) were Florence Attridge, Inez DuGuid, Ethel Jones, Nettie Libbing, Lillian Palmer, Nettie Smith, Marie Whaley, Emily Williams and Ethel Woodruff. An orgy of fortune-telling was indulged in after the dinner, with Miss Reed and Miss Smith acting the part of seeresses. Everyone was promised journeys, packages, surprises, weddings, money and the fulfillment of their wishes, so "a good time was had by all."

Scotty of the Chronicle is on our Jinx Program.

MERRY CHRISTMAS

Have you sent in your answer to the questionnaire?

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

VOL. 2 JANUARY 2, 1926 No. 52

Weekly B&P WC *Program*

BUSINESS MEETING—DINNER
NOMINATION OF OFFICERS
Time—Jan. 5, 1926, at 6:15 P. M.
Place—Bib and Tucker Lunch and Tea Room
334 Sutter Street
Price—One Dollar.
COME AND HEAR WHAT THE CHRISTMAS CHEER COMMITTEE DID THIS YEAR

Kindly make reservations either at the Club Rooms, Kearny 3116 or of Miss Taber, Sutter 5261.

FOOTSTEPS

(This verse, originally composed for a personal Christmas card, so sings the Spirit of Friendship that it is deemed particularly appropriate for this New Year issue of The Business Woman. Our thanks are due Miss Grunsky for permission to print it.—Editor's note.)

May your feet go pleasantly
Through the coming year,
Making paths in flowered fields
By the waters clear;

Treading friendly valley roads
Where your footsteps pair
Side by side with other feet
Strolling to the fair;

Following the trail along,
With the silence shod;
Standing on the dawnlit heights
Where the winds have trod,

Sharing gallantly the track
Of the burdened days,
Learning through the dusty miles
Sweet and secret ways;

Pausing for the slower feet
Where the byways part,
Wearing deep the homely paths
Joining heart to heart.

May the pattern of your steps
Trace a fair design—
And, oh friend, may your feet go
Somewhere near to mine!

—Clotilde Grunsky.

HAPPY NEW YEAR!

Do you remember when you first learned to write with ink? Teacher gave you a clean, white sheet of paper and showed you how to hold the pen and you began carefully to form the letters. You held your head on one side and gripped the pen hard with your little forefinger bent awkwardly and sometimes your little red tongue imitated your fingers as you made lopsided O's. And your little face became flushed and your little neck ached and a big tear splashed on the paper and made a big blot. You were just ready to throw down the pen and give up, even if you never learned to write, when Teacher said, "Why, that's just fine! If you keep on like that, you'll be able to write beautifully. Come now, try it again!" With new courage you picked up the pen and started again and laboriously finished the page. The letters were misshapen, the writing staggered, there were smudges from inky little fingers, but that blotted page represented effort and accomplishment!

In the School of Life we are still learning to write. Before us stretches the clean, white sheet of a New Year—it is for us, individually as club members and collectively as a club, to inscribe a record of effort and accomplishment. The old year has gone, a year that has left us much to be proud of. Free of debt, with charming new club quarters, with ambitious plans, we face the future with a firm grip on the pen of endeavor. As the letters take shape on the page there will be mistake blots; some-

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Single copies..... .05

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Advertising Manager .....Mae Shannon

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Rose Mainprice
Ida M. Reed

Committee Chairmen
Finance.....Rose Mainprice
House.....Oristella Taber
Membership.....Florence C. Attridge
Publicity.....Johanna E. Heim
Program.....M. Gertrude Wise
Reception.....Mae Shannon

times the writing may stagger a bit uncertainly as a question of policy is decided; perhaps a moment of discouragement may come, and then the Spirit of Camaraderie, ever-present in our club, will say, "Why, that's just fine !Come now, try it again!" Then new effort will be put forth, the writing will improve, and at the end of the finished page, plain for all to read, will be Results! And again, with never-failing courage and true optimism, our faces will be turned toward another year.

HAPPY NEW YEAR.

GROUP INSURANCE FOR OFFICE WORKERS

Contributed by May F. Riley
Metropolitan Life Insurance Co.
San Francisco.

(Continued from last issue.)

On individual insurance there is a considerable expense involved in having applicants examined by a licensed physician before the policy is issued; group insurance scores another saving here by not requiring any medical examination. These and other economies permissable only in group insurance enable the protection to be bought at a cost running on the average of forty per cent. below the figure that an individual can purchase an equal amount of protection in the open market.

Although there is only one policy, the blanket policy which is issued to the employer, each insured employee is furnished with a certificate which outlines the protection the employee is entitled to.

The employee names the beneficiary whose name also appears on the face of the certificate.

The insurance laws do not permit the selection of individual employees to receive different amounts of insurance. A definite schedule must be arranged for in advance. In general group insurance plans have divided themselves into three classifications. In the parlance of the insurance man the three plans are called the flat amount, salary and service plans.

The flat amount plan, as its name implies, calls for an equal amount of insurance for all employees.

A company arranging for group insurance on the salary basis provides for insurance in varying amounts based upon the employees' earnings. For instance, the schedule may call for $500 insurance for all employees earning less than $1000 a year, $1000 for those earning from $1000 to $2000 a year, $2000 insurance for those earning from $2001

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to $3000, etc., up to a maximum of $5000.

The service plan is especially popular with many concerns as the longer an employee remains with the company the more insurance protection he or she secures.

An employee is usually anxious to know what will happen to the insurance if he leaves the employ of the company. Resignation or discharge from the company automatically cancels the group insurance. There is, however, a clause in the contract, notice of which appears in the employee's certificate to the effect that after leaving the company the employee has the privilege of converting his group insurance to any standard insurance policy that the insurance company issues except term insurance without medical examination. It will of course be necessary for him to pay the regular premium for the policy he selects at his age at the time of application.

((To be continued next week.)

CHRISTMAS CHEER FUND

The final total of the Christmas Cheer Fund far surpassed all expectations, and both the money and provisions donated must have been made of elastic so far did the committee's efficient chairman, Mrs. Mae E. Barr, and her able co-workers make it stretch, Mrs. Barr's report will be published in an early issue of The Business Woman.

BUSINESS WOMEN'S NEWS

The third number of the Business Women's News, the official organ of the California Federation of Business and Professional Woman's Clubs, is replete with matter of interest and value to business and professional women. It furnishes much temptation for exercise of editorial shears, but Satan has been withstood to the extent that only the following, from the report of the vocational chairman, Lillian Hall, on a subject very dear to the heart of the San Francisco club, has been clipped:

The scope of vocational work that may be done by this Federation covers a large field, the accomplishments of which I would say can best be achieved by recommendations to our individual clubs that they may strive to carry out in detail and meet the problems presented to them through our continual research of occupational work affecting women.

CHRISTMAS PREPAREDNESS

We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

Membership in this Club means financial preparedness for Christmas, 1926.

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Savings—Commercial—Trust
Head Office—San Francisco

Women's Banking Department
Market, Powell and Eddy
Telephone Douglas 6000

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PAST MEETINGS

Owing to lack of space, only brief mention can be given the last three program meetings held by the club. These were two luncheon sessions held at Marquard's Cafe where F. T. Letchfield of the San Francisco Chamber of Commerce discussed "Bay Bridge Projects," and D. V. Nicholson spoke on "The California Public Safety Conference," and the third, a dinner meeting at the St. Germain Restaurant, at which Ettore Patrizi, editor of L'Italia, gave a vivid resume of present conditions in Italy under the title, "Italy Under a 'Dictatorship'."

OLD WEATHER PROVERB BACKED BY SCIENCE

In an interesting article in a recent issue of Popular Science Monthly, Robert E. Martin finds a scientific basis for the following old proverbs:

Rain before 7, clear before 11.
A red sun has water in his eye.
The pale moon doth rain,
The red moon doth blow,
The white moon doth neither rain nor snow.
The higher the clouds the finer the weather.
When the stars begin to huddle,
The earth soon becomes a puddle.
Rainbow to windward, foul falls the day;
Rainbow to leeward, damp runs away.
The moon with a circle brings water in its beak.
When the sun is in his house it will rain soon.

Have you sent in your answer to the questionnaire?

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Canvasser—"Then, I'm sure you will be interested in this set of thirty-eight volumes I am selling it will help you to while away many a lonely hour."—Collier's.

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Room 48

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JANUARY 9, 1926 No. 1

Weekly *Program*

LUNCHEON

PRICE 70 CENTS

TIME: JAN. 12, 1926 at 12:15 P. M.
PLACE:—HOTEL SOMERTON, 440 GEARY STREET.
SPEAKER: MISS KATHERINE R. MAURER, CHIEF SUPERVISOR OF IMMIGRATION SERVICE AT ANGEL ISLAND.
SUBJECT: "NATURALIZATION WORK AT ANGEL ISLAND."

Miss Maurer has been in the Immigration Service for fourteen years, and her work lies chiefly in lending a helping hand to immigrants who have been ordered deported, so you see she has a subject worth talking about.

HOW CHRISTMAS CHEER WAS SPREAD

To the members and friends of the club who so generously responded to the call for funds and other donations to be used in spreading Christmas cheer the committee desires to express its gratitude. The splendid co-operation of the members made it possible for us to take care of forty-three cases, representing individuals alone, small families and families with from five to ten children. In all there were 129 persons, of which 73 were children.

Our gifts, accompanied by a Christmas card in the name of the club, were as follows:

Fourteen cheer baskets containing fruit, candy, nuts, glass of home-made jelly, packages of tea, package of raisins, package of jello and a small cake; 3 cheer gifts of woolen scarfs and slippers; 6 donations of cash; 21 boxes of food, consisting of chicken (1 pound per person), potatoes, cauliflower, canned soup, canned corn, canned tomatoes, tea, coffee, canned milk, macaroni, noodles, spaghetti, apples, oranges, sugar, salt, package of raisins, package of jello, package of rice, package of Phillips waffle flour, a Grandma's cake and a cornucopia of candy.

The committee received donations in cash aggregating $197.01, in addition to contributions of foodstuffs, candy, nuts, jellies, a considerable number of toys, and various articles of clothing, such as warm coats and sweaters, suits, underwear and a few infants' clothes.

The expenditures of the committee totaled $135.58, leaving a balance in the Welfare Fund of $61.43, which has been turned over to the board of directors with the suggestion that it be kept in a separate account for welfare purposes.

The committee desires to thank all of the members and friends who contributed to this worthy cause, either in money, foodstuffs, clothing, toys or otherwise, or by their services, as well as the various wholesale firms who showed us every courtesy when we asked the privilege of dealing directly with them on a wholesale basis. One firm advised us that it was a pleasure for them to break the wholesalers' rule in the interest of "women working in such a noble cause." We also desire to thank the various members through whom automobiles were furnished for delivery the day before Christmas.

The personnel of the committee was as follows: Isabelle E. Banz, Gertrude Mowder, Agnes Vera Bowyer, Johanna E. Heim, Caroline A. Bachich, Clotilde Grunsky, Lillian M. Hall, Belle McDonald, Dr. Susan Harris Hamilton, and Mae E. Barr, Chairman,

Mae E. Barr.

CHRISTMAS JINKS AND HOUSEWARMING

Our Christmas Jinks this year took the form of a housewarming and welcome to our new clubrooms. And happy indeed were

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Directors
Lilian Elias
Clotilda Gabriele
Rose Mainprice
Ida M. Reed

Committee Chairmen
Finance.....Rose Mainprice
House.....Oristella Taber
Membership.....Florence C. Attridge
Publicity.....Johanna E. Heim
Program.....M. Gertrude Wise
Reception.....Mae Shannon
Executive Secretary .....Mrs. Irma Burlingame
Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

we to be able to gather in our own home once more. The rooms were charmingly decorated with Christmas wreaths and everything seemed homelike and cosy. Dr. Hamilton greeted the members and their guests, making everyone feel perfectly at home in the new surroundings.

The program was both unusual and delightful. To begin with, Mrs. Leroy led the gathering in singing Christmas carols and complimented everyone on the good results, Next Miss Lord told us something of the Spirit of Christmas, and the origin of Santa Claus. Her account was interesting and well told. Then Mrs. Brenner gave a talk on numerology with demonstrations of its applications to the given names of several of the audience. Afterwards "Scotty" of Chronicle fame entertained with Scotch stories and anecdotes. His personality, together with his ready wit, make it a pleasure to listen to him.

Next Santa Claus appeared on the scene surprising everyone with the many magnificent gifts which he distributed to everyone present. No one would ever have believed that our Margaret Mary could disguise herself so charmingly as St. Nicholas. But she lived up to the reputation given to "Little Mary" by "Scotty" and "undwessed herself"; otherwise we could still believe that St. Nicholas himself was there.

Last, but not least, apple cider, ice cream and cakes were served, and so came the end of a perfect day.

—Ethel H. Woodruff.

A SUGGESTION TO THE FORESIGHTED

Christmas has come and gone, and with the advent of the new year comes the reckoning—Christmas bills must be paid! And this dreary fact to face brings the regretful thought, "If only I could have paid cash!" To obviate a recurrence of a similar painful situation next year the Bank of Italy is making a suggestion for "Christmas financial preparedness" and cordially invites all club members to join its Christmas Club. Enrollment in the Christmas Club will not close until about the middle of January, and the bank is very anxious to interest as many as it can in opening Christmas Club accounts. "A small sum, from 25 cents up, deposited weekly, will mean a nice check Dec. 1, 1926," according to Margaret Dailey, assistant director of the Women's Banking Department.

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A NEW HEARTH LIGHTED

Those of us who for any reason were unable to attend the housewarming of Augusta Alexander and Grace Sweeney at their new home at 1276 Jones Street, missed a most delightful occasion.

Their apartment is beautifully furnished and contains many antique pieces—some Spanish, some English and some early American. A wonderful old English desk attracted particular attention. The decorations were bittersweet and ground pine from Pennsylvania, and made some of us Easterners just a wee bit homesick.

After everything had been seen and admired we were served with delicious refreshments.

We congratulate our two members most heartily on their lovely home, and trust that it may often be opened to us.

Oristella Taber.

GROUP INSURANCE FOR OFFICE WORKERS

Contributed by May F. Riley
Metropolitan Life Insurance Co.
San Francisco.

(Continued from last issue.)

Group insurance was first conceived as a gift from an employer to his employees and as such the entire cost was carried by the employer. But lately many employers have considered that there is a certain advantage in having the employees share in the cost of carrying this protection. This has led to the creation of what are known as the non-contributory and contributory plans of group insurance. On the theory that people have more appreciation for those things that are presented to them, many large companies have favored a group insurance plan on a 50-50 contributory basis and have arranged for insurance in higher amounts rather than presenting it outright in smaller quantities.

Let us consider how the employee benefits by group insurance.

There are many workers who because of unfit physical condition cannot secure indi-

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vidual insurance at any price. As there is no medical examination required by group insurance, many of these unfortunates secure insurance protection who could not get it in any other way.

There is a total and permanent disability clause which is especially attractive to employees. It states that any insured employee who becomes totally and permanently disabled before the age of sixty will receive the full amount of the insurance in cash installments.

((To be continued next week.)

CLUB NOTES

By Estelle V. Walker

For the seventh consecutive year "Tillie the Toiler" Schimpf and Lillian Elias spent New Year's eve and the following two days at Carmel. They reported the weather nice and sunny, just like summer.

We are sorry to report that Clothilde Gabriele has been quite ill at her home with the flu.

We are also very sorry to report that two of our good club members were in the accident in Pasadena during the Tournament of Roses. Miss Clements and Mrs. Tyler were in the South for the holidays and unfortunately chose the grandstand which collapsed to review the parade. We are glad to say, however, that neither one was seriously hurt although both have had X-rays taken.

Come up to the club rooms some noon and meet our new club secretary, Mrs. Burlingame. She will be glad to welcome you between the hours of 10 A. M. and 3 P. M.

Ida Reed spent the Christmas holidays with her sister at Davis and reports a lovely time.

Caroline Bachich spent the holidays with her mother at Sonora. She thinks Tuolumne County just the right place at Christmas.

Mae B. Wilkin writes from Newark, New Jersey, that on Christmas morning she went to the old church where Aaron Burr once preached, when he started what is now Princeton University, and heard a very fine chorus sing Handel's "Messiah."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JANUARY 16, 1926 No. 2

Weekly B&P WC *Program*

DINNER

TIME—JAN. 19, 1926, at 6:15 P. M.
PLACE—PIERROT AND PIERRETTE, 315 Sutter Street
PRICE—ONE DOLLAR
SPEAKER—MISS MARGARET T. GROSS
SUBJECT—"THE MIXED COURT IN SHANGHAI."

Miss Gross, a San Francisco attorney and the only woman ever admitted to practice law in the courts in Shanghai, will tell how the law courts are conducted in China.

Please make reservations early either at the clubrooms, Kearny 3416, or with Miss Taber, Sutter 5261.

Mrs. Wilson, a psychic, will tell your fortunes for fifty cents.

THE TALE OF "TILLIE, THE TOILER"

(The building of a career is always an interesting process, so we are glad to be able to publish here the story of a woman who has built up a successful business. Similar stories from other club members will be most welcome.—Editor's note.)

After finishing high school I desired to go into the business world, so my mother suggested that I take up millinery as she believed that after I had learned the trade, I could go into business for myself, and, having a large circle of friends and acquaintances, I could work up a nice independent business. So in order to please her I secured a position as an apprentice in a neighborhood millinery shop. In those days an apprentice was also an errand girl and delivery boy and the Easter season kept me up very late delivering hats on Russian and Telegraph Hills and Golden Gate Valley (formerly known as Cow Hollow). After several seasons the proprietor of the shop passed to the Great Beyond and that released me, as the shop was sold and my services were no longer needed by the new owner.

As I had pleased my mother in this instance I thought now I would please myself and do something that I liked better than millinery. After giving the matter careful thought, I decided to take a commercial course at Heald's Business College. The second month I was there I knew this was my vocation for I would rather write than eat, and naturally my advance was quite rapid.

Before finishing the course at Heald's, I had an opportunity to secure a position with a prominent public stenographer. I called to see what she had to offer and she said, "I will give you $10 a month to start—in fact you are not worth anything—but that will be carfare for you." I told her I would let her know the next morning for personally, I thought $10 was a small salary for a near-stenographer. I went home and discussed the matter with the family and they said, "It is up to you." "One has to begin somewhere," I thought,—George Washington and Abraham Lincoln having made a small beginning—so I decided to take the position.

I received $10 the first month only—after that came one raise after another. I worked for this public stenographer for two years when she sold the business to another party and I stayed on. The new owner did not know much about the work so spent most of her time soliciting business and I became manager, office boy and what not. This was not much to my liking and after three years I decided to make a change. And this step landed me in business for myself at 448 Monadnock Building where I have been for the past ten years.

I might add that during the ten years I have been in business I have been directly connected with the Timken Roller Bearing Co. of Canton, Ohio; Robert Gair Co. of New York; American Paper Goods Co., Kensington, Conn.; Better Packages, Inc., New

The Business Woman

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York; Indiana Harbor Belt Railroad, Chicago, and the Waltham Watch Co. of Waltham, Mass., and have found my work very interesting as well as remunerative.

My motto has been, "An acceptable service rendered automatically pays itself"; consequently I have never worried about the collection of bills.

Matilda J. Schimpf.

HOW I MADE MY FIRST DOLLAR

Ida M. Reed, Owner of Camera Craft

I earned my first dollar when I was about 18 addressing envelopes for a publishing house. I received only a few cents a thousand and kept at work until the envelopes gave out.—The Daily News.

THE NOMINEES

The most important feature of the very sociable and "get-together-y" business meeting held Tuesday evening, Jan. 5, was the nomination of officers for the ensuing year. Clotilde Grunsky in a graceful speech nominated Ida J. Lord for president, and Ida M. Reed was nominated for vice-president by Ethel Jones. Estelle V. Walker was nominated for secretary, Mabel Pinger for treasurer, and Grace A. Staub for auditor. No other names were offered. Nominations for directors included Mrs. D. R. Withers, Mrs. Violet Neuenberg, Mrs. Theresa Foreman, Mrs. May Riley and Caroline Bachich. Two directors will be elected for two years, and one will be named to fill the unexpired term of Ida M. Reed, who will become vice-president.

GROUP INSURANCE FOR OFFICE WORKERS

Contributed by May F. Riley
Metropolitan Life Insurance Co.
San Francisco.

(Continued from last issue.)

Group insurance has benefited the employer in many ways. The chief executive of a company employing thousands of employees refers to group insurance as their fireside ally. It is something that not only benefits and interests the employee but that it is also of vital importance to his family, and as such it is usually instrumental in encouraging the home influence to make him contented in his work.

Production is the result of men, machines and materials. Great care is usually employed in selecting and preserving the materials, trained engineers and mechanics make

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it their business to see that the machines are kept in shape, but for years the men have been left to look out for themselves. It is difficult for a discontented man to produce at the maximum efficiency. The mind that is free from worries is the one that is apt to be devoted to the job.

Good will is one of the most valuable assets possessed by a business. Those companies that have established public relations divisions have discovered that to get the personnel of a company to consider themselves a body of loyal boosters is an accomplishment that goes far toward building good will.

CONGRATULATIONS

As the advancement of one member of a family is a matter of congratulation to all the other members, so a step forward made by one of our members in the upbuilding of her business is cause for rejoicing in the club family. And so our best wishes and heartiest congratulations are extended to Anna S. Hunt, who is moving the Goodwin Corset Shop from 449 Mason Street, corner Post, to a most attractive new store in the Medical Building at Post and Mason Streets. The store will have two entrances, one at 449 Post Street—a coincidence which should bring good luck—and the other at 514 Mason Street, and will be equipped in the most modern fashion. Mrs. Hunt plans to continue carrying the same lines of merchandise as in her present shop and will have crisp, new stock to offer her customers. With this end in view she is conducting a removal sale at the old location where some excellent bargains in broken lines are tempting thrifty shoppers. Mrs. Hunt expects to be established in her new shop by Feb. 1 and extends a cordial invitation to all club members and their friends to call and inspect her new place of business.

Mrs. Hunt has been untiring in her efforts to build up a substantial business and to serve her customers conscientiously. In both has she been successful. Long may she continue to prosper!

CHRISTMAS PREPAREDNESS

We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

Membership in this Club means financial preparedness for Christmas, 1926.

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CLUB NOTES

By Estelle V. Walker

The Christmas and New Year holidays were busy ones for our members. Mrs. Avice Dahlin spent the two weeks with her relatives in Sacramento and reported that she only saw the sun once.

We have Mrs. Margaret Yale of Burbank to thank for a lovely box of "Fru-Nutta" candy from her home town. It was passed around at our business meeting last Tuesday and everyone had two chances at it. Needless to say it made a big hit with us all.

In last week's bulletin I reported the accident which Miss Clements and Mrs. Tyler were in at Pasadena but that was written before I had seen or heard from either party. After hearing the details from Miss Clements I feel that we are indeed fortunate in that neither of them was more seriously hurt. Miss Clements' whole body was bruised and she suffered from the shock while Mrs. Tyler has been confined to the house until yesterday with injuries to her legs.

Lydia Floan and May Riley were in the southern part of the state over the holidays and by a stroke of fate were detained so that they were unable to occupy the seats on the grandstand which Miss Clements had reserved for them.

It is time to register again. Everybody has to register this year so let's make our club 100 per cent and get registered NOW.

While in the south Lydia Floan met Rena Lawrence who stated that she hoped to return to San Francisco soon to stay. We all will be glad to see her again.

We are sorry to report that both Ida Reed and Nell Palmer have been confined to their homes with the flu.

Mrs. Withers spent the holidays up in the Sacramento Valley exact place unknown.

On Feb. 9 we will hold our tenth birthday party and installation of officers for the coming year. All clubs around the bay will be invited to attend and any other club members from out of town will be welcomed if they can attend. This is going to be a big time, so reserve the date now.

TRUE TO LIFE

Artist: This is my latest picture, "Farm Hands at Work." It's very realistic.

Friend: But they aren't at work.

Artist: Yes, that's the realism.—Boston Transcript.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JANUARY 23, 1926 No. 3

Weekly *Program*

LUNCHEON

TIME—JAN. 26, 1926, at 12:15 P. M.
PLACE—HOTEL SOMERTON, 440 GEARY STREET
PRICE—SEVENTY CENTS
SPEAKER—MR. CHARLES A. MURDOCK
SUBJECT—"BRET HARTE"

Mr. Murdock, who has been in the printing business in San Francisco for half a century, knew Bret Harte personally.

CHAIRMAN OF THE DAY—MISS JEAN McEWEN.

Please make reservations early either at the clubrooms, Kearny 3416, or with Miss Taber, Sutter 5261.

THE CLUB YEAR BOOK

The Club Year Book will be issued. So says Ida M. Reed, chairman of the publishing committee, who states that the returns from the questionnaires have been sufficient to warrant the committee's undertaking the enterprise. There is, however, a small percentage of the club membership that has not replied to the questionnaire, and Miss Reed urges that those members who have not yet signified the amount of space they wish to take in the roster do so without further delay as the committee will need every cent it can get in order to turn out a creditable book.

As the members know, the Year Book is being issued as a souvenir of the tenth anniversary of the founding of the club, and it is hoped that it will be ready for distribution at the installation of the new officers in February. Present plans include in the editorial contents the official personnel of the club, something of the history of the organization, sketches of prominent members, articles of interest to business women, club activities and other matter.

One of the principal features of the booklet—and a very valuable one, from a business viewpoint—is the club roster, which will contain the name, address, business affiliation of and other important data relative to every member of the organization. This roster will be cross-indexed, which also will be a valuable feature, both affording excellent material for mailing lists.

Both the editorial and the publishing committees believe that this Year Book will be of sufficient value to the majority of the club members for the undertaking to receive their whole-hearted support, and because the members of those committees are familiar with the spirit of co-operation existent in the club they are looking forward with confidence to receiving hearty support in carrying the enterprise to a successful conclusion.

Our own Margaret Mary Morgan is always, first and last, with us and of us. With characteristic generosity she has made a special price for the printing of this book and of course she is going to do the job.

So—if you are among those who have not returned the questionnaire, please fill it out and mail it to the club headquarters at 447 Sutter Street now! And if you are among those who have been asked to contribute to the editorial contents of the book, kindly unlimber the trusty fountain pen or remove the cover from the typing machine and commence! And, by the way, if you have any suggestions as to editorial matter, any data as to club history, or any ideas which you think might be of value in the compilation of the Year Book, please pass them on to the members of the editorial committee, by whom they will be most gratefully received.

ETHEL JONES,
Chairman, Editorial Committee.

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A BIT OF ADVICE

A baby mole got to feeling big,
And wanted to show how he could dig;
So he plowed along in the soft, warm dirt
Till he hit something hard, and it surely hurt!
A dozen stars flew out of his head—
His grandpap picked him up half dead.
"Young man," he said, "though your pate is bone,
You can't butt your way through solid stone.
This bit of advice is good, I 've found:
If you can't go over or under, go round."

—Joseph Morris.

HEALTH HINTS

(In these days of flu and pneumonia the following hints extracted from an article by Dr. Albert W. Bailey in the Osteopathic Magazine may not come amiss.—Editor's Note.)

It is very unusual for pneumonia to come upon a person in good health unless he has had close contact with a severe case. Usually it follows other less serious diseases and often, as such, is fatal due to the fact that the original disease has so undermined the constitution that it cannot fight the new infection. An attack of pneumonia following the flu, in the recent epidemic, was almost always fatal. Everyone should have learned the lesson that it was imperative to stay in bed following flu and heavy colds until the temperature was normal for three to five days. Haste to return to work may give unnecessary business to the undertaker! * * * * Stay in bed several extra days following colds and flu. Keep away from those who are sick with it. It is contagious. Loss of sleep, fatigue from overwork, lack of exercise, insufficient wholesome food lower the resistance and allow the always-present pneumonia germs to take root and grow.

Frequently cold baths will tone up the system. Vigorous exercise in fresh air every day and early attention to every cold, no matter how insignificant, will keep pneumonia from your lungs.

DRAMATIC SECTION MEETING

"Milestones," by Arnold Bennett and Enid Knoblock, will be read by the Dramatic Section at its next meeting at the club rooms, 447 Sutter Street, Tuesday, Jan. 26, at 7:30 P. M.

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A STEP UPWARD

A fellow club member has taken a progressive step in business, and that is always a matter of interest to all good B.P.W.C.'s. The member is Anna S. Hunt, of the Goodwin Corset Shop, and the aggressive step is the removal of that shop from 449 Mason Street, corner of Post, to an attractive new store in the Medical Building at Post and Mason Streets. You see, she is remaining in the same neighborhood but moving into larger and more modern quarters. She liked her former address so well that she still retains the number and merely has transferred it to another street so that now the address for one entrance—O, yes, the new store has two entrances—is "449 Post Street" and that for the other, "514 Mason Street."

Mrs. Hunt expects to be established in the new store by Feb. 1, and so at the present time she is having a removal sale at the old location and is offering some good bargains in broken lines. She plans to continue carrying the same lines of merchandise as she has in the past, and will have a tempting array of lovely new things to present to customers. All club members and their friends are cordially invited to visit Mrs. Hunt in her pretty new shop on Feb. 1 and thereafter.

Good wishes, good luck and good business, Anna S. Hunt!

A FINE EXAMPLE OF SERVICE

The unselfish spirit of service—that is what Miss Katherine Maurer personified to those who heard her describe, so simply and unassumingly, her work at the Immigration Station on Angel Island at the luncheon meeting on Tuesday, Jan. 12. Her description of te routine at the station, her character sketches of some of the people she has helped, the letters she read from grateful immigrants, all were listened to with the deepest interest, but far above all shone the fine character and charming personality of a sincere, earnest, self-sacrificing woman who is doing a fine work in a fine way.

CHRISTMAS PREPAREDNESS

We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

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CLUB NOTES

By Estelle V. Walker

The club extends sincere sympathy to Mae Cummings in the recent loss of her sister.

On Tuesday evening, Jan. 26, the Richmond Business and Professional Women's Club will hold a birthday party. It is one year old. Those who attended the installation of officers last year will remember what a "live bunch" they have in that club and will want to attend this year. It will be a dinner held at the First Christian Church at 6:30 P. M., price $1.25. Please phone your reservations to the club today as we must notify Richmond as soon as possible how many will attend.

We are sorry to report that Leona Garlinger has been confined to her home with the flu. We hope she will be back at work soon.

We have two empty bookcases in the club rooms which we would like to fill up. Look through your library at home and see if you haven't some books which you have read and can pass on to us. We want lots of books.

Don't forget that our own birthday dinner and installation of officers will take place on Feb. 9. A very fine program is being planned and you don't want to miss it. Dinner will be $1.50 at the Bib and Tucker Tea Room. More about it next week.

Our next meeting will include the annual reports of our officers and election of new officers. The polls will be open from 12 to 7 P. M.

January 18, 1926.

Dr. Susan Harris Hamilton.
President Business and Professional
Women's Club, San Francisco.
Dear Dr. Hamilton:—

As it seems inevitable that I shall become vice-president of the Club on February 2nd, I hereby resign as Director in order that three directors may be elected on that date instead of two; thus saving our Club a separate election.

Sincerely yours,
IDA M. REED.

POSITIONS WANTED

Further to serve the women of the club and of the community The Business Woman until further notice will publish once, without charge, the qualificationst and experience of unemployed business women. Answers may be Addressed in care of the club, 445 Sutter Street.

By a middle-aged business woman with a young daughter to support; experienced stenographer and typist; has had secretarial experience and can assist on books; general all around office woman; anxious to secure permanent position; moderate salary. R. T. C., c/o Editor The Business Woman, 447 Sutter Street.

By normal school and college graduate with 3 years business experience in executive positions, 1 year in educational and employment work in department store, 3 years in private school teaching; would prefer department store work in good business position. E. H. c/o Editor The Business Woman, 447 Sutter Street.

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Vol. 3 JANUARY 30, 1926 No. 4

Weekly B&P WC *Program*

DINNER

BUSINESS MEETING

TIME—FEBRUARY 2, 1926, AT 6:15 P. M.
PLACE—BIB AND TUCKER TEA ROOM, 334 SUTTER STREET.
PRICE—ONE DOLLAR.

ELECTION OF NEW OFFICERS—POLLS OPEN FROM 12 M. TO 7 P. M.

ATTEND THE DINNER AND LEARN THE RESULTS OF THE ELECTION

Please make reservations early either at the club rooms, Kearny 3416, or with Miss Taber, Sutter 5261.

ON HOW TO SLEEP IN A SLEEPING BAG

First secure the sleeping bag. This should be provided with a waterproof covering to enable the camper to remain out during a rain in comfort and security. All sleeping bags are. Next select as soft a looking spot as possible in a region famous for its dry climate. This should be done after dark, following a hard strenuous day during which you have walked eighteen miles, chased donkeys five miles, argued successfully with a friend as to the "right general direction" and found later that you are several miles off the trail and that he was correct.

Camp pitched, the donkeys turned loose and left to start for home (which they will do about 1:15 a. m.), supper cooked and eaten, kettles washed and blisters bandaged, prepare the ground for the night. You should attempt to use your pocket flash for this, but having discovered that the battery is burned out, the flickering light of the campfire will do. Remove all cones and sticks by feeling in the dark—if you are unsuccessful in the first attempt, the matter is of little importance as you will discover them later on during the night. A little pitch on the hands secured during this process is not a matter for audible comment. Spread your sleeping bag, remove outer clothing and retire.

If you find on reaching the bottom of your bag that your night garments have remained somewhere about your neck and armpits, or that you have twisted the inner contents of the bag, poise yourself comfortably on the base of your neck and heels and squirm until the matter is remedied. Be sure to leave your clothing exposed to the stars with a supreme confidence in the truth of Los Angeles advertising.

Awaken at 9:15 and remove cone from base of spine. Awaken at 10:02 and disentangle yourself from covers, emerging and re-entering the bag at a fresh point of attack. Squirm until completely covered. Awaken at 12:10 and remove cone, which, however, proves to be section of trunk root. Arise and move bed.

Awaken at 12:22 with a roll of thunder in the ears and a sharp patter of rain upon the face. Hastily assemble clothing and thrust beneath covers. Arrange cover above head, recalling with satisfaction waterproof advertisements of manufacturers.

Discover that new site for bed had not been properly cleared of rocks and branches before occupying. Discover that waterproof bag is laced up side and offers sundry opening for rain. Discover that a small insect, presumably an ant, has sought shelter from the rain in your company. Discover that not enough air comes in beneath waterproof flap and that the night is very warm. Endeavor to straighten bed clothing, but find you are unable to discover combination. Dislodge waterproof flap in commotion and empty small lake over head and shoulders. Discover that water entering through gaps in lacing has formed fair-sized pool in bottom

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of bag. Listen to rain on waterproof flap. Recall that shoes were left behind when bed was moved and are probably past use. Gingerly wring out upper section of bed clothing. Unsuccessfully endeavor to remember if sack of flour was properly covered before retiring. Recall that the donkeys have not been heard from for several hours. Listen to rain.

Awaken at 6:45 a. m. to find beautiul sunny morning. Arise, plunge in nearby stream, dress and breakfast amid fresh clean smell of pines and sizzling bacon. Set out after donkeys, supremely content with life and with the world.

CLOTILDE GRUNSKY.

WOMAN'S WORK

In an interview with Dr. Miriam Van Waters, referee of the Juvenile Court of Los Angeles, reported by Joseph Reihl in the Ounce, the organ of the Big Brother and Big Sister Federation, Inc., appears this significant paragraph:

Dr. Van Waters emphasizes the need for more women in the work of helping the Juvenile Court to prevent delinquency. She believes that women shrink from the work as being too pathological. Women are wanted and will find this form of service a great help to themselves as well as to the court and to society generally.

Surely, this is an opportunity for real service. Perhaps its publication here may furnish inspiration to some woman.

BOOKS WANTED!

There are two empty book cases in the new club rooms. Yawning and cavernous, they mutely beg for "somethin' fillin'." So the energetiic members of the housing committee are out "rustlin'," in the parlance of the old cattle days. They are, however, observing the ethics somewhat more strictly tan did some of the early cattlemen and are asking for books. They want books, books and yet more books, so that those well-filled book shelves will be yet another reason why members will like to linger in the lounge.

FELLOWSHIP

"And when you told him I was married," said the girl who had jilted him, " did he seem to be sorry?"

"Oh, yes," replied her bosom friend, "he said the girl who had jilted him, "did he know the man personally."—American Legion Weekly.

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Have you taken advantage of the bargains at Mrs. Hunt's removal sale? There are some excellent values in the corset and girdle line and some drastic reductions in Gordon silk hose, both chiffon and the heavier grades, $2.50 stockings marked or quick sale at $1.95!! From that you may judge that it will be well worth your while to pay a visit to Mrs. Hunt's store and see the other tempting bargains she has to offer. You know she expects to be in her attractive new shop in the Medical Building at Post and Mason Streets by Feb. 1, so you'll have to hurry.

RESULTS

Club members will be interested to know that the service of The Business Woman in inserting free of charge for one issue the qualifications of women in quest of positions is bearing fruit. Already one woman has been offered a good position through this medium.

POSITIONS WANTED

By graduate of the University of California, two years experience teaching in San Francisco schools, eight months publicity work with Ivy L. Lee, eight months as assistant editor with Dell Publishing Company in New York. Would like editorial work or position in allied field. Address E. D., care of Editor, The Business Woman.

EXCHANGE—Experienced janitress will exchange housework for clothing; can give 3 hours work; believes clothing so obtained will be in good condition and of better quality than she could afford to buy. E. S. care Editor, The Business Woman.

By young woman with some experience in handling and selling books, principally children's books; typist, file clerk, familiar with office detail; would prefer position with book house. Q. H., care of Editor, The Business Woman.

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"You certainly have a dumb office boy."

"Yes, but he talks just like me over the phone."—Detroit News.

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CLUB NOTES

By Estelle V. Walker

The club extends deepest sympathy to Mrs. Charlotte McClelland in the loss of her mother.

Celia O'Brien has been confined to her home the last week with a severe cold.

Recently there was a fire at the home of Mrs. May McDonald and she was compelled to get out in the middle of the night. The result is that she is in bed with a severe attack of pneumonia. We all hope she is out of danger now and will soon be out again. Her address is 3360 Geary St., Apt. 8, and her telephone is Pacific 4445. Take a few minutes away from your work and drop her a line.

Tillie Schimpf spent the week end at Livermore and Pleasanton. What have the rest of you been doing?

We had the pleasure of welcoming Elizabeth Harris of Washington, D. C., at the club rooms this week, and we hope she will visit us again.

Mrs. Wise has been called to Stockton by the serious illness of her brother-in-law.

A GLIMPSE OF CHINA

Thumbnail sketches of life in Shanghai—of gentlemen who have ample leisure to be gallant to ladies, of a gay social life, of naive Chinamen who cannot prevent chickens from flying under their arms and roosting there, of civil war and streets forbidden to foreigners—and an inateresting description of the mixed court in Shanghai, gave club members and their guests a glimpse of China at the dinner meeting at the Pierrot and Pierrette Tea Room Jan. 19. The charming personality and pretty English accent of the speaker, Miss Margaret T. Gross, made her address seem all too brief.

ARE YOU READY FOR THAT STEP UPWARD?

The La Fayette Extension University of Los Angeles

has authorized me to place our Business Administration Course on a publicity plan. All you pay for is the text books, cost of which is very low. Over 300 B. & P. W.'s club members in Idaho and Oregon have taken advantage of this offer. The course takes you thru Commercial Law, Business Organization, Business Letter Writing; Business Economics; Principles of Accounting; Cost Accounting; Auditing, Banks and Banking; Sales and Sales Management; Traffic and Rates; Foreign Trade with Advertising. Twelve subjects, 1 year course, 19 text books for less than $30:00.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 FEBRUARY 6, 1926 No. 5

Weekly *Program*

DINNER

TIME—FEBRUARY 9, 1926, AT 6:15 P. M.
PLACE—BIB AND TUCKER TEA ROOM, 334 SUTTER STREET.
PRICE—ONE DOLLAR AND A HALF.

INSTALLATION OF OFFICERS
CELEBRATION OF CLUB'S TENTH ANNIVERSARY
SPECIAL PROGRAM

Reservations must be made not later than Monday, February 8, at the club rooms, Kearny 3416, or with Miss Taber, Sutter 5261.

APRIL'S WAITING TIPTOE

I

Sometime 'twill be bird-time,
  Though now the storms may sweep;
Sometime 'twill be brook-time,
  Though now the ice lies deep;
Sometime 'twill be blossom-time,
  Though now the drifts are swirled,
April's waiting tiptoe
  Just over the edge o' the world!

II

Never was a Winter
  But stepped aside for Spring;
Never was a silence
  But something came to sing;
Never was a bleakness
  But blossom-buds unfurled,
April's waiting tiptoe
  Just over the edge o' the world!

III

Can't you catch a message,
  Thrilling through the air?
Can't you hear the melody?
  It has not far to fare!
Can't you smell the fragrance
  Of blossoms shower-pearled?
April's waiting tiptoe
  Just over the edge o' the world!

—*Minnie Leona Upton in*
The Christian Science Monitor.

THE HOME ECONOMICS TEACHER

(Extracts from "A Study of Occupations, Other than Homemaking, Open to Women Trained in Home Economics," by Laura V. Clark, Lecturer in Home-Economics Education, University of California, published in Vocational Education News Notes.—Editor's note.)

The field of teaching affords numerous opportunities for women who are graduates from home-economics courses of institutions of recognized standing. The positions range from those in the elementary grades, through the intermediate grades in public and private schools, to positions in technical schools, colleges, and universities.

The duties of a teacher vary with the type of school in which she is employed and with its scheme of organization. In many instances in the elementary schools the work is taught by the regular grade teacher and in the part-time and evening schools by the home-economics teacher of junior and senior high-school classes, instead of persons trained for those specific positions. For this reason only the college teacher and the high-school teacher will be considered in this paper.

In the standard four-year college the course in home economics is divided into at least three major lines: foods and nutrition; textiles and clothing; household administration; and in a number of cases, additional majors are offered.

In general it is expected that the college teacher of home economics will have completed one year of graduate work in the field of her major interest and will engage in further study and research along that line. The tendency is to raise

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ETHEL WOODRUFF, Chairman

the standard for college teachers in order to put teaching on a strictly professional basis.

The duties of a high-school teacher vary with the junior and senior high school and with the academic and the vocational school.

In the senior high school which is technically academic in its character, this work is usually specialized, a teacher of foods and nutrition, a teacher of clothing and, in some instances, a teacher of household management being employed.

In the vocational school the teacher must be prepared to teach a general home-making program, including foods, clothing, household management, child care and training, and art in the home.

In addition to the actual program of work, teachers in each of these types of schools are expected to co-operate with the School Board and the Superintendent of Schools in both professional and social activities; to attend teachers' meetings; and to continue to pursue professional study. She must also be able to adapt the State or city course of study to meet the needs of the local group; to buy, list, and care for departmental equipment and supplies; to make and leave adequate records of all work done during the school year; and to plan and prepare an exhibit of the work done in the department.

DRAMATIC SECTION MEETING

The next meeting of the Dramatic Section will be held Tuesday evening, February 23, at 7:30, when "All God's Chillun Got Wings," by Eugene O'Neill, will be read. A cordial invitation to be present is extended to all club members.

OPPORTUNITY KNOCKS

The trained worker, man or woman, who is ready for the next step upward is the one who makes progress in the business field. Spare time devoted to study has done much in the past for ambitious people, and if you are considering taking a course in a subject that will help you in your business, the LaFayette Extension University of Los Angeles, Calif., has much to offer. Included in the subjects taught are: Commercial Law; Business Organization; Business Letter Writing; Business Economics; Principles of Accounting; Cost Accounting; Auditing; Banks and Banking; Sales and Sales Management; Traffic and Rates; Foreign Trade and Advertising.

The LaFayette Extension University's San Francisco office is in the Clark Hotel.

"Jokeley is full of it. Saw him last night sitting on his woodpile telling funny stories, expecting the wood to split."

"But it didn't?"

"No; evidently he did not strike a responsive cord."

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AN ATTRACTIVE NEW BUSINESS HOME

When is a shop not a shop? When it is so carefully planned and so tastefully furnished that it radiates a charming welcome, a sense of restfulness, a desire for service, an artistic daintiness that makes the visitor wish to linger. And just such a lovely place is Anna S. Hunt 's new specialty shop at 449 Post Street and 514 Mason Street.

Tan and green and gold, carpets in taupe and black, fixtures in antique green, mulberry drapes, quaint nooks in Spanish arches, a fascinating flight of stairs leading to a Spanish gallery of dainty fitting rooms, another flight leading to the well-lighted workroom on the mezzanine floor—these are some of the things that cause one to realize that especially planned architectural details and excellent taste have gone far to make this shop unique.

The floors of the show windows are covered with black velour against which the dainty models, soft lingerie and novelties are displayed to advantage. There are gauzy hose, frilly garters, exquisite handkerchiefs, strands of beads, and all kinds of corsets, for of course this is the main article of merchandise in the Goodwin Corset Shop. There are corsets for the slim woman, corsets for the "stylish stout," corselets, girdles, brassieres, surgical and corrective corsets, corsets to meet every need, painstakingly fitted and adjusted. If you have not already done so, do visit Mrs. Hunt in her charming new establishment and let her tell you some of the interesting things she knows about corsets.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 445 Sutter Street.

By a middle-aged business woman with a young daughter to support; experienced stenographer and typist; has had secretarial experience and can assist on books; general all around office woman; anxious to secure permanent position; moderate salary. R. T. C., c o Editor The Business Woman, 447 Sutter Street.

Young woman with some experience in typing and research work, much in need of position, desires immediate employment. Address Miss S., care Editor Business Woman.

The Price of Pride

Engineer—You must be glad to have your daughter home from college again.

Conductor—Yes, she's finished now. It cost a lot of money but its worth it. We're very proud of her. She won't hardly speak to her mother or me now.

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EIGHTY-FIVE YEARS YOUNG

The principal speaker at the Club's luncheon meeting on Tuesday, January 26, the guest of honor at a surprise dinner in the evening, so did C. A. Murdock, pioneer Californian, celebrate in part the eighty-fifth anniversary of his birth. As a boy in the little town of Uniontown, now Arcata, in Humboldt County, Mr. Murdock knew Bret Harte, and it was a charmingly reminiscent talk about that famous writer that the Club members and their guests listened to. Miss Jean McEwen, who has known Mr. Murdock since she was a little girl, in a graceful tribute, introduced the speaker.

CLUB NOTES

By Estelle V. Walker

Lillian Wendemuth recently visited both Napa and Stockton, but she failed to tell why.

Miss Nell Rhodes, of Burley, Idaho, was a visitor at our club rooms last week and she brought to our club from her club a book of potato recipes which it has published and is selling. We thank the Burley club for the remembrance and trust it will make a lot of money through the sale of this recipe book. We also hope Miss Rhodes will visit us often while here.

At our last luncheon we were glad to welcome two new members—Mrs. Simmons and Mrs. Irving. We hope they will come often so we may all get acquainted with them. We were also pleased to see one of our old members, Dr. Marion Turney, among those present, and wish she would come back to us again.

Leola Good has changed her position and has gone into another partnership with her husband. The company is known as the Robert W. Good Company, representatives of manufacturers of optical goods, with offices at 635 Call Building. We wish them both success and happiness in their new venture.

Last Thursday night, regardless of the fierce storm, Ida Lord held open house at the club rooms. Several members braved the weather, and they had a very pleasant evening. At the next "at home," you want to be sure to go.

Jane Roberts, of Noe-Equl fame, has returned to us after a four-months' stay in Chicago. She can now show you the latest thing in "undies" and hose from Chicago.

Ida M. Reed took a hurried trip last week to Seattle, being gone less than a week in all, but she had a fine time just the same.

Margaret Mary Morgan has been chosen as one of the judges in the Poster Contest between the high school art students.

Next Tuesday is a dinner, and you don't want to miss it. Our speaker will be Baroness Ottily de Ropp, of Los Angeles, who is coming up here especially to speak to us.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 FEBRUARY 20, 1926 No. 7

Weekly *Program*

LUNCHEON

TIME—February 23, 1926, at 12:15 P. M.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Mr. C. E. Grunsky.
SUBJECT—Civic Problems.

CHAIRMAN OF THE DAY—Mrs. May Riley.

Reservations must be made not later than Monday, February 22, at the club rooms, Kearny 3416, or with Mrs. Barr, Mission 4887.

UNDER NEW MANAGEMENT

As a rule, when one sees this sign, there is the implication that the new management will be a great improvement over the old. We are making no such suggestion. The retiring manager and editor have set a pace which we realize will be very difficult to follow. Some time ago we heard one of the members remark that she pitied whoever might be the successors of Miss Jones and Miss Reed, for they had made a record that it would not be easy to duplicate.

Realizing this, we are asking the club members generally to assist us. Let us have original articles on subjects that will be of interest to business women. Write an account of your career. We all enjoyed the story of "Tillie, the Toiler." Tell us what you have done. Perhaps you were not so fortunate as she in finding the work for which you were best fitted. Then tell us how you made the best of it, and overcame the handicap of doing what you did not like. Perhaps you feel that you have not the gift of writing. In that case, tell the story to either of our assistant editors, Mrs. Ethel Maxwell or Mrs. Inez Duguid, and they will gladly write it for you.

Remember, too, that we want advertisements. Let us tell our readers what you and your friends have to offer them. One of the proprietors of a certain beauty parlor told us that they have better results from the advertisement placed in THE BUSINESS WOMAN than from any other medium they have used. Talk it over with Miss Alice Jones. She will be pleased to take your copy, write it for you, or give you any information you may want.

If you are doing or have done anything of interest, or know of anyone who has, tell Miss Bachich about it. She will be glad to have your items for the "Club Notes."

Miss Floan is going to look after our finances. If you have some friend who is not a member, but is interested in us, give Miss Floan a dollar for a year's subscription.

Now the entire staff have been introduced to you; don't you think they look pretty good?

OUR TENTH ANNIVERSARY

If you were not at our party you have something to regret. It was held at the Bib and Tucker Lunch Room, which was very prettily decorated for the occasion, the arrangement of the flowers and the design and execution of the place cards being the work of Miss Emily Williams.

The party was not only in celebration of the fact that we are ten years old, but was also the occasion of the installation of our newly elected officers. Counting visitors, we were there nearly 200 strong. Representatives of the various Business and Professional Women's Clubs around the bay were present, also a delegation from the San Francisco Soroptomist Club.

Miss Lillian Palmer, our Honorary President, and who was the club's first President, was chairman of the evening; which makes it needless to say that there was not a dull moment. In her own imitable way she conducted the program and introduced our speaker guests, who were as follows:

Our own Miss Z. Clements, who as President of the State Federation, made the birthday speech.

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Mrs. Woodall, Vice-President of the Northern District of the Federation. The President, Miss Duffy, was not present on account of illness.

Oakland was ably represented, not only by its President, Mrs. Mary Guber, who brought the club's greetings and a basket of flowers, but also by Miss Zanette Potter, Second Vice-President of the State Federation, who with her "gang" of songbirds, added much to the pleasure of the evening. One of their number told all about Christmas Day in the Ark—something which has never been made public before.

Miss Beth McDonald, President of the Berkeley Club, brought greetings from Berkeley, a book for our empty shelves, and Johnnie Schmoker with his band, who told us all about the instruments they play.

Miss Ora Howard, President of the Palo Alto Club, was also mindful of our empty shelves, and presented us a set of books by Dr. David Starr Jordan, autographed by the author. It certainly does pay to let people know what you need.

Richmond was represented by its President, Dr. Rose C. Powell, and by a group of members who enthusiastically assured us that San Francisco is all right.

Dr. Clara Miller, Vice-President of one-week-old Alameda, brought us greetings and a bouquet of "wild flowers." We have reason to believe it is a most promising youngster, and one from which we shall hear a good deal in the future.

Mrs. Mary Gervais, President of the Burlingame Club, claimed an advantage in age of only one week, making her club almost a twin to Alameda. They presented an acrostic of the initials of their club name, B. B. P. W. C.

San Mateo, through its Vice-President, Mrs. Sophie W. Root, claimed to be the only club having its own private wire, and displayed telegrams received from the Prince of Wales, Will Rogers, and ex-Congressman Volstead. Mrs. Root is also one of the charter members of our own club.

San Jose was there with at least a score of members, and how they did sing! Miss Adeline Coyle, President of the club, gave us their greetings and a handsome basket of red carnations, and the chorus did the rest. Prominent among their songs were "The Business Girl, She Ain't What She Used To Be Fifteen Years Ago," and "Powder Your Nose and Smile."

Miss Martin, Vice-President of the Soroptomist Club, greeted us and presented Miss Zulu Price, who read for us "Piller Fights," and "If I Can Be By Her," the latter being a stuttered selection which she gave so realistically that Miss Palmer had difficulty in speaking afterward.

This was followed by a skit put on by the Dramatic Section of the San Francisco Club called, "Gossip About the President."

The new officers were then installed, each being welcomed by the outgoing one of the same rank, and given a symbol of her office. These symbols, most of which were the work of our versatile Miss Palmer, were very artistic, and are entitled to special notice. For the President, Miss Ida J. Lord, a large and handsome electric torch, also a floral gavel; for the Vice-President, Miss Ida M. Reed, matches with which to light any obscure corners overlooked by the torch; for the Secretary, Mrs. Estelle V. Walker, a pen so large one might well believe it to be mightier than the sword; for the Treasurer, Mrs. Mabel Pinger, an immense key; and for the Auditor, Miss Grace A. Staub, a very large pair of spectacles with which to look for errors in the Treasurer's accounts.

Miss Palmer, realizing that the new President's name might lend itself too readily to those jokingly inclined, issued an edict, in her capacity of Honorary President, that any member making a pun on Miss Lord's name should be fined not less than twenty-five cents; and she exhibited a box that she had prepared for the reception of such

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ETHEL WOODRUFF, Chairman

fines. Miss Palmer then became the first offender, and promptly placed her fine in the box.

At the close of the installation, in behalf of the Board of Directors, Miss Palmer presented Dr. Hamilton, the retiring President, with a hand-wrought candelabrum containing three lighted candles.

San Jose sang "I Don't Want To Go Home"; we sang "All the World Loves San Francisco," and our birthday party was over.

DRAMATIC SECTION MEETING

The next meeting of the Dramatic Section will be held Tuesday evening, February 23, at 7:30, in the club rooms, when "All God's Chillun Got Wings," by Eugene O'Neill, will be read. A cordial invitation to be present is extended to all club members.

OFFICE RULES

1. Gentlemen upon entering will Leave the Door Wide Open, or apologize.
2. Those having No Business should remain As Long As Possible, take a chair, And Lean Against the Wall; it will preserve the wall and may prevent its fall upon us. If possible take the Office Chair.
3. Gentlemen are requested to Smoke, especially during Office Hours; Tobacco and Cigars will be Supplied. Cigarette Fiends especially encouraged.
4. Talk Loud or Whistle, especially when we are engaged; if this does not have the desired effect, Sing.
5. If we are in Business Conversation with anyone, you are requested Not to Wait until we are through, but Join In, as we are particularly fond of speaking to half-a-dozen or more at the same time.
6. Profane Language is expected At All Times, especially if Ladies Are Present.
7. Put Your Feet on the Table; or lean against the Desk, it will be of great assistance to those who are writing.
8. Persons having No Business with this office will Call Often or excuse themselves.
9. Should you need the loan of any money, do not fail to Ask For It, as we do not require it for Business Purposes, but merely for the sake of Lending.

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CLUB NOTES

The quarterly meeting of the Northern District of the State Federation will be held at the Oakland Club Rooms, 1608 Webster Street, Sunday, March 7th. It will be in the form of a breakfast, and the time will be announced later.

The club extends sincere sympathy to Nettie Libbing in the recent loss of her uncle.

The Oakland Club will have a Costume Party on Thursday, February 25th. There will be dinner with program and a dance after. A cordial invitation has been extended to the San Francisco Club.

The breaking ground ceremonies for the new club building, at the Congregational Church and the building site at Sutter and Mason Streets, was attended by many of our club members.

The Reception Committee is at work planning many surprises for the Open House meetings on Thursday of each week at the club rooms. More particulars will be given in a later issue.

We have just learned that Miss Elizabeth Laughton, a former member of the club, is traveling abroad. She is in Egypt at the present time.

HERE AND THERE

Our Frien' Scotty's poem, "Abraham Lincoln Loved Mankind," was the most beautiful tribute we have seen. Did you see it? If not, get last Friday's *Chronicle* and read it now. It will well repay the effort.

We learn that Gail Laughlin is to run for Congress. Maine may elect her, but we shall continue to claim her, for she is still a member of the club. We prophesy that she will be effectively heard from.

THE FAB CONTEST

Orders for FAB are beginning to come in, but we need many more. We could very well use that $25.00 cash prize in helping to complete our new club rooms. Please fill out your order cards, now. If you have none, leave your name with the Secretary, Mrs. Burlingame, and cards will be mailed to you.

Step on the gas!

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 445 Sutter Street.

Experienced, well educated stenographer, capable of handling correspondence and detail work, desires position. E. L., care Editor "The Business Woman," 447 Sutter Street.

Doctor: "You are a very sick man. What have you been drinking?"

Patient: "I don't know."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 FEBRUARY 27, 1926 No. 8

Weekly *Program*

DINNER

TIME—March 2, 1926, at 6:15 P. M.
PLACE—Bib and Tucker Tea Room, 334 Sutter Street.
PRICE—One Dollar.

BUSINESS MEETING—FOR MEMBERS ONLY

Miss M. E. Kelly of Paul Elder's will give us a ten-minute "Book Chat."

Reservations must be made not later than Monday, March 1, at the club rooms, Kearny 3416, or with Mrs. Barr, Mission 4887.

GREETING

To Members of the Business and Professional Women's Club of San Francisco:

The year opens with every encouragement for advancement and growth. May each member grasp the opportunity to perform the little act, or the big act, as the case may be, which will make us stronger and more helpful. "Trifles make perfection, but perfection is no trifle," and if we "carry on" with loyalty and sincerity of purpose, undreamed of heights will be attained.

My very kindest wishes are extended to the club and I desire to know by name every member. Will you help me to see that this is accomplished?

IDA J. LORD,
President.

SOVIET RUSSIA

A lecture on Soviet Russia and existing conditions was keenly listened to by members and guests of our club at dinner, Tuesday evening, February 16th.

The Baroness Ottily de Ropp (late of Russia), a woman with considerable wit and charm, was the lecturer and honor guest of the evening. She told with vivid reality the existing conditions of the industries, trade, press and finance of Russia today.

The Baroness brought us a real message, — a warning against the Red propaganda which the secret agents of the Soviet Government are broadcasting so liberally throughout the southern part of our State.

INEZ J. DUGUID.

JUST ORDINARY

My ideal of a career for myself was as a medical missionary. And lo, these many years I have followed the calling of the lowly bookkeeper—or as we express it these days—accountant.

Why does Life play such pranks with our ideals? And why should a girl, who in school excelled in composition, spelling, etc., and who found figures most irksome, be destined to fill an office position? This I leave with the philosophers.

I do know this—that although the early years brought struggles and little pecuniary gain, the passing days meant much in the long run, and I am far from unhappy in my business life today.

I pass over the hours spent over a desk in night school after a hard day's work. These developed character, self-reliance and other homely virtues, which I trust still linger with me.

Came the day when I became a real toiler. How proud I was! I worked faithfully and well, and just as I felt most secure, financial difficulties made it necessary for my employer to close his doors.

Then another opportunity to keep books and be a stenographer. A number of years rolled by and again business affairs came to a crisis—and I was out.

My mind was made up to seek a position in an established business, and I entered the employ of The Viavi Company (proprietary remedies). My career has been a most happy one. The Viavi Company ranks high in business circles and I am proud to be in its ranks.

ALICE M. JONES.

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny* 3416

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Committee Chairmen

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Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

THURSDAY NIGHT AT THE CLUB ROOMS

Mrs. May S. Riley reports a very homey evening last Thursday, February 18. The rooms were beautifully brightened by the sprays of blossoms sent in by Miss Rosetta Reynolds of Woodside. She has been on the sick list for a year, but doesn't forget her club, and sent them specially for use on this occasion. Mrs. Burlingame had tastefully arranged the sprays in blue baskets, and the effect was very pleasing.

Mrs. Nell Palmer was the first arrival, which might almost have been expected. She is one of our most faithful and loyal members. Others soon followed. Those who did not play bridge passed the evening in conversation, and all seemed to have a very enjoyable time.

Later Mrs. Riley served tea and cakes, which she was able to do with the aid of the electric plate so kindly donated by Dr. Hamilton.

Eleven o'clock came before anyone realized it, and with it the warning of the elevator man that he was about to leave, and so they had to hurry away like Cinderella from her ball.

Mrs. Riley said: "What we lacked in numbers we made up in enthusiasm and good fellowship. We hope that the same spirit will extend to other members, and that we shall soon have Thursday as much a club institution as is Tuesday."

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Miss Dumas, the chairman in charge, was not prepared to announce the hostess for next Thursday evening, but said there will surely be someone there.

CLUB NOTES

By Caroline A. Bachich

We had the pleasure of having Miss Cecilia Roble, a member of the Business and Professional Women's Club of Little Falls, Minn., with us for dinner last Tuesday evening.

Miss Ida Lord, Miss Ida Reed, Miss Lillian Elias and Miss Florence Attridge spent the week end at Monterey. They visited the Seventeen Mile Drive and other points of interest, and we understand Miss Lord and Miss Reed had a much-needed rest after the exciting work of campaigning.

Mrs. Marie Jensen has written to us stating that she is planning to be with us some Tuesday evening. We hope she makes it soon and often.

Miss Rosetta Reynolds believes in "Saying it with Flowers," and has sent us some beautiful flowering peach for our club rooms. We hope it will not be long before we see her there in person.

"LEST WE FORGET"

Mrs. Chas. A. Dean gave a three-minute talk on behalf of the Community Chest Drive, urging our entire support. A vote was made and carried to endorse the Drive in accordance with the schedule outlined by the Chest Committee. "Cast your bread upon the waters," and it will not only come back with butter on it, but sugar, too. Try it and see.

I. J. D.

NOTICE

The Club Rooms at 447 Sutter Street are for all members at all times; but when entrance to the rooms is desired in the absence of the Executive Secretary it will be necessary to show the elevator operators Membership Cards, which will be given out when the dues are paid in March.

Relations are easier in the Balkans, we learn from a recent newspaper headline. From this we infer that in that part of the world relations are never poor, and that they make short and infrequent visits.

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THE WOES OF YE EDITOR

(Having full knowledge of the trials and tribulations of any editor of any magazine, through her long association with *Camera Craft*, Ida M. Reed, our newly elected vice-president, with impish delight has seized upon one of our best-intentioned statements and in her well-known humorous vein has imitated just such a letter as many times probably has passed over her own desk. We are passing it on so our readers may laugh, too. — Editor's note.)

February 19th, 1926.

Miss Oristella Taber,
Editor BUSINESS WOMAN,
San Francisco.
Dear Miss Editor:

I notice in the current issue of the BUSINESS WOMAN on page two, lines thirty-eight to forty, a scurrilous remark about me—one of your most devoted readers. Ever since you became Editor over a week ago I have read every issue of the BUSINESS WOMAN and am surprised you should have permitted such an article to appear.

Helen Maria! What is the good of being vice-president? Why should you, an Editor of an important paper such as the BUSINESS WOMAN, say these things about the matches presented to me by Miss Lord? Up to the time of the appearance of this article, I had flattered myself that the matches were a delicate compliment—now you come forth and boldly say in effect that they are to illuminate such obscure corners as are left unilluminated by the torch held aloft by the President. Imagine equipping the vice-president with so poor an implement as the match, expecting shining results! Why everybody knows, who knows anything, that the match always goes out when most needed.

It is a pretty poor policy to call your readers' attention to the lack of proper equipment of the fifth wheel to the Lord coach. I have consulted one of our best lawyer-members, and although she advises me that you are entirely within your rights, as what you say is true, still I know what I know and shall continue to consult lawyer-members until one is found who will take my case and institute libel suits against you and your associates. Be assured that you, as a woman editor, shall pay and pay and pay.

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Your disgruntled subscriber,
IDA M. REED.

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WHAT I'VE BEEN READING

By Ethel Maxwell

Fathers and their children, the well-worn subject of heredity versus environment and training, pops up in the two cases of the daughter of Eden Philpotts, well-known English novelist; and the son of Sir Philip Gibbs, equally well-known novelist and brilliant reporter. The former, Miss Adelaide Eden Philpotts, is the author of a novel of London boarding house life, of folks, we would call if we were English, "lower middle class," called "London Lodgers," which is well worth reading for its keen analysis of the characters of the several types brought together in the lodging house. The latter, Anthony Gibbs (in his early twenties, I imagine), has published a novel called "Peter Vacuum," dedicated to his brilliant father, who he says "does this sort of thing so much better than I can ever hope to do." "Peter Vacuum" shows wonderful promise. The picture of the rich young American at Oxford is particularly entertaining, and I would have liked more of it. Also the "scrap" the two young men have over their respective countries shows that young Anthony sees conditions and people as clearly and truly and with as little prejudice as his father. Watch him.

But this question of heredity in these two cases is probably the atmosphere of writing households—pens, typewriters, ink, paper and talk. Don't you think so?

If you want to get away from the gloomy pictures of "Ten Years After" and "Unchanging Quest," intensified and made more real to us by the stirring talk Baroness de Ropp gave at the club on the 16th, and want to be frivolously amused for a change, try this:

"The Unseemly Adventure," by Ralph Straus, not new, but just discovered by me, is an amusing satire on English snobs, which you will enjoy. There is a well-developed plot and entertaining story, besides several people worth adding to one's acquaintance: "Dear Humphrey," the inimitable Magnus, Doctor Peltworth, a new type of English clergyman. And Humphrey was worth the reforming into a regular human being, although it was a task. I have an idea Mr. Straus hasn't been to America yet. What he could do to us in this sort of book!

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MARCH 6, 1926 No. 9

Weekly B&P WC *Program*

LUNCHEON

TIME—March 9, 1926, at 12:15 P. M.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Mr. George Irving, Manager, Fuller Brush Company.
SUBJECT—Growth of a Business Through Salesmanship.
CHAIRMAN OF THE DAY—Miss Lillian Palmer.

Reservations must be made not later than Monday, March 8, at the club rooms, Kearny 3416, or with Mrs. Barr, Mission 4887.

REMEMBER—Luncheon will be served promptly at 12:15, and the address will close at 1:15.

LET US GO AND DO LIKEWISE

Mr. C. E. Grunsky gave us a most interesting talk at our luncheon February 23rd. He gave us an intimate glimpse at what the Commonwealth Club is accomplishing. He told us first of its very small beginning—smaller even than our own—and then of how phenomenal has been its growth. He gave us, too, something of a hint as to the why.

From its inception the Commonwealth Club has interested itself in matters affecting the general welfare. Its purpose has never been a selfish one. There is not a question of municipal, state, interstate or national interest which the club has not studied, acquired all information possible about, and then done whatever it could do for the best interests of all concerned.

His talk was indeed an inspiration, and showed us our own possibilities as we had not before realized them.

COMMUNITY SPIRIT

The man who worked for the street railway company hailed a taxi every day and rode to the office.

His neighbor, who was employed by a large taxicab company, rode to work on a street car.

The foreman of a shoe factory walked to work every day. But he wore shoes made in another city.

They met at a Booster Lunch, where each gave a five-minute talk on Loyalty.—*Life.*

WHAT I'VE BEEN READING

By Ethel L. Maxwell

Have any of you "met up" with Ben Travers, English humorist? He has written several stories, I believe, only one of which I have read, "The Cuckoo in the Nest," which is very funny, and while that sort of thing fortunately for all of us doesn't happen often (terribly embarrassing situations that keep piling up until you feel that nothing could be worse), Mr. Travers makes it exceedingly plausible. I wonder how "The Cuckoo in the Nest" has escaped the stage and the voracious Hollywood film hounds so long. Try it for a rainy evening.

But the funny men aren't all English. Put down on your little list Elmer Davis ("I'll Show You the Town" and "The Key of the City"), whose latest, "Friends of Mr. Sweeney," is both humorous and philosophic. The downtrodden sub-editor is surely the American species of "negative slug" Mr. Straus had in mind, until like the worm, he turns, and things happen fast—in New York, too—night clubs, Russian countesses, moonshine, hold-up men, wives who dash to Washington conventions of the League of Women Voters, leaving their husbands to seek strange new adventures; wily politicians, short-haired Greenwich villagers who live on 180th Street. But read it; it's a lot better than this inadequate synopsis makes it appear.

And "f'evvensake," if you had "Unchanging Quest" also down, please leave it there until you have read it. It is one of the best things Sir Philip Gibbs has done, and you will appreciate the vivid word pictures he draws of Moscow during and after the war more than ever after hearing Baroness de Ropp.

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THURSDAY NIGHT AT THE CLUB ROOMS

Last Thursday evening, February 25, was the best time yet, according to Mrs. May Riley, the hostess. There was a much larger attendance than usual, and everyone seemed to enjoy the impromptu entertainment.

Miss Nettie Smith told the fortunes of all who were curious to know what the future holds for them.

Later, the guests were divided into groups—some playing Bridge, and others playing Michigan. We did not learn who made the largest score at Michigan, but we understand that Miss Kukinski and Miss Pickett carried off the honors at Bridge, although Mrs. Pickett was not far behind.

We were glad to see a new member, Miss Duggan, among those present. It is an excellent way to get acquainted.

Remember, the rooms are open every Thursday evening, and Mrs. Riley extends a warm welcome to all comers.

DRAMATIC SECTION

The next meeting will be held in the club rooms, Tuesday, March 9, at 7:30 p. m. The play to be read is "The Romantic Age," by Milne. Please bring books, if possible. All club members are invited.

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AMONG THE CLUBS

It was recently the editor's privilege to attend a meeting of the Business and Professional Women's Club of San Mateo. It was held in American Legion Hall—a charming room with a great fire place, in which two ship's anchors serve as andirons.

The speaker of the evening was Miss Hazel Zimmerman, herself a business woman, and she told us about her work in a most interesting way. She represents Pearsons-Taft Company, a Chicago bond house; and while it is not quite an innovation for a woman to be a seller of bonds, she is a pioneer in her particular line, for she is the only woman on the Coast who sells bonds to banks, over thirty of which she numbers among her customers.

Miss Zimmerman gave her audience practical advice as to what should always be considered in making investments, explained the importance of making one's money work for one, showing clearly the disadvantage of placing even a small amount of money where it would not be both safe and satisfactorily productive.

Judge Josephine Lamb, the President of the club, sang a number of songs, and Miss Mary Ambrose, the very efficient Chairman of the House Committee, served a delicious supper which she cooked with her own hands.

The Palo Alto Club held its birthday celebration Saturday evening, February 27, in the Stanford Union. Delegations from all the neighboring Business and Professional Women's Clubs were present in goodly numbers, and many gifts, mostly of flowers, were brought to honor the occasion. Berkeley and San Francisco evidently had kindred ideas, for Berkeley presented a three-branched candelabra with the wish that the Palo Alto Club might soon have a home of its own in which to place it, and San Francisco brought one of Miss Palmer's most artistic candlesticks with the promise that one year hence its mate would be forthcoming.

Miss Ora Howard, President of the Palo Alto Club, presided, and seated at the table with her were the official representatives of the visiting clubs.

A delightful banquet was served, during which the music of a fine orchestra added to our pleasure.

Miss Z. Clements, of our own club, also President of the State Federation of Business and Professional Women's Clubs, was the first speaker.

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In the course of her remarks she read the following poem, which she wrote for our own first birthday party:

The candle—marking off the year just past,
Its flame—a symbol of the light we cast
Along the road of better understanding.
May we continue with the coming year
Slowly to grow, conquering all our fears,
Reaping the joys of faith and work unending.

To our ideals may we have strength to cling,
Patience to understand, and heart for things
That make for truth and right.
For it 's the things that call for toil and pain,
Courage and sacrifice of worldly gain,
That will increase our light.

Miss Clements was followed briefly by Miss Duffy, President of the Northern District, who urged all present to be sure to attend the meeting at Oakland on Sunday, March 7th.

Mr. Eldridge, of Palo Alto, sang a number of songs, among them being "In the Garden of My Heart," and "Duna."

Then came the speaker of the evening, Miss Amy Cryan, of Mills College, who gave us a very clear explanation of the Locarno treaty, saying among other things that while war had formerly been a thing of glory, it is now reduced to the level of crime, and under this treaty would be reckoned as such.

Miss Howard called on San Jose for songs, and they cheerfully responded with all our favorites. They have the next birthday party some time in March, and from what we have seen it will doubtless be a lively one and well worth attending.

The Dramatic Section had a very enjoyable evening last Tuesday, also the largest attendance for some time. As none of the members brought a book on the subject of the evening, Miss Grunsky graciously read Cobb's "Anatomy." Mr. Cobb says no woman ever is fat, so the article was enjoyed by all. Miss Elias saved the day, however, and appeared last with a book. "All God's Chillun Got Wings" was then read by all members present. Later, Miss Elias and her able assistants served tea and cake, and the evening was declared a success.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 445 Sutter Street.

Experienced, well educated Stenographer capable of handling correspondence, detail work, legal, banking, desires position. A. M. H., care editor "The Business Woman," 447 Sutter Street, or phone Sunset 5083.

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AT HOME

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CLUB NOTES

By Caroline A. Bachich

Our Associate Member, Maris Johansen, from San Jose, is spending two weeks in this city.

While a good many of us were taking pleasure trips over Washington's Birthday, "Tillie the Toiler" was scattering sunshine at the Relief Home, taking goodies to the old folks.

We are glad to learn that Lily Webster is now back on the job after an illness.

Surprise! A wedding planned for June. A nice, cosy apartment furnished too soon. Why only look at it? Why not live in it? So thought Miss Evelyn M. Blackman and Albert Tonnemacher, so they motored to Sacramento on Washington's Birthday and were married. The bride is Secretary and Treasurer of the Camera Craft Publishing Company. The club extends congratulations and best wishes for their happiness.

Mrs. Annie Little Barry is spending a week in Los Angeles.

The club extends sincere sympathy to Miss Viola Hawke in the loss of her father. Miss Hawke has gone to Salem, Oregon, for the funeral.

Miss Agnes Duffy is confined to her home at 782 Twenty-third Avenue, quite seriously ill. It may be necessary for her to go to the hospital. If any of Miss Duffy's friends wish to telephone, her number is Bayview 9084.

Isabelle E. Banz just returned from a trip via Los Angeles to Honolulu and Hilo. On her return she visited her sister at Phoenix, Arizona, and from which place motored over the Apache Trail to the Roosevelt Dam.

Don't forget the quarterly meeting of the Northern District of the State Federation, to be held at the Oakland Club Rooms, 1608 Webster Street, Sunday, March 7. Breakfast served at 10:30.

We are glad to receive original contributions from the club members. Remember, Monday night is dead line, and be sure to get your articles in before that time.

Mother (viewing daughter's new party dress)—"It's all right, but the waist doesn't match the skirt very well in the back."

Daughter—"That isn't the waist, mother. That's me."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3. MARCH 13, 1926 No. 10

Weekly Program

DINNER

TIME—March 16, 1926, at 6:15 P. M.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—Miss Donaldina Cameron, Superintendent Presbyterian Chinese Mission Home.

SUBJECT—Chinatown—A City Within a City.

CHAIRMAN OF THE DAY—Miss Sarah S. Oddie.

Reservations must be made not later than Monday, March 15, at the club rooms. Kearny 3416.

POETRY

In another column mention is made of Miss Kelly's talk at our business meeting the evening of March 2nd. In the course of her remarks she said something to the effect that poetry should be written, read and lived. The effect of her words on one of her listeners was such that she began the very next day to read poetry—a thing she very rarely had done formerly—in the hope that in that way she might eventually come to live it.

It so happened that the poem nearest at hand was Scott's "Marmion"—a very good poem of its kind, but not the sort best calculated to help one to live poetry. The person mentioned had no desire to express in her life such things as

"Halbert, axe, or spear,
A crossbow there, a hagbut here,
A dagger-knife and brand."

Nevertheless she read it through, from "Day set on Norham's castle steep" to "Pleasing dreams, and slumbers light," but laid the book down a bit disappointed. It was, to be sure, a fascinating story and wonderfully well told; but how could one live poetry like that?

In replacing the volume, she chanced upon a copy of THE BUSINESS WOMAN of February 6, in which appeared that beautiful little poem, "April's Waiting Tiptoe," by Minnie Leona Upton. She read the charming stanzas through and then read them again. When she resumed her work, she put the paper where she could glance at the poem occasionally. Finally she found herself singing the words. She is not a musician, but she said that somehow the words seemed to sing themselves. Spring and all that it means seemed to enter her being. She had found a poem that she could live.

MT. DIABLO

(We would like other members to tell us about their Sunday trips. They are informative as well as interesting.—Editor's note.)

How many have gone by motor (or by train and bus) to the top of Mt. Diablo? I must confess that although almost a native of San Francisco, this was my first trip. After the breakfast at the Oakland Club Sunday, we were riding around, and noticing a sign "Mt. Diablo," we decided to go. Starting at Diablo, the road winds up and around the mountain, giving a more wonderful view at each turn. It is claimed that twenty-three counties can be seen from the summit, an elevation of 3,849 feet above sea level. Unfortunately the day was hazy, but we were able to see the Pacific Ocean, the Golden Gate, the junction of the Sacramento and San Joaquin Rivers, and all the surrounding valleys. The scenery is rugged; there is the Devil's Slide, two straight lines of projecting rock straight down the side of the mountain, and freakish sandstone rocks and caverns called the Garden of the Jungle Gods. The chaparral was in bloom with little round clusters of white flowers which relieved the dull green of the leaves, scrub oak, bay, pine and the dull brown and gray of the rocks. It would be well worth while for anyone who can, to make this trip some Sunday; the road is wide and good; the grade is not steep; we made it "in high" right up to the last short slope to the summit; and in order to see the scenery, did not go faster than 15 miles an hour at any time. Coming back, one may take another road which branches off about three miles from the top.

CAROLINE BACHICH.

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny 3416*

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THE QUARTERLY MEETING OF THE NORTHERN DISTRICT

Nearly a hundred enthusiastic business and professional women met Sunday morning, March 7, at the Oakland Club House at 10:30. We will confess to a slight feeling of envy as we were shown through the beautiful building, but after all we are glad they have it, even though, like St. Paul, we still live in "our own rented house." Oakland and Berkeley were joint hostesses, and very charming and cordial ones they were. They served us with a delicious breakfast, which was enlivened by the songs of Zanette Potter's well-trained chorus. San Jose came unprepared, but nevertheless they "powdered their noses and smiled." Led by Mrs. Leroy, our own crowd assured those present of our love for San Francisco.

The Presidents of the visiting clubs were introduced by Miss Beth McDonald, President of the Berkeley Club, and there were thus shown to be about a dozen clubs represented. Others present were Miss Z. Clements, President of the State Federation; Miss Duffy, President of the Northern District; Mrs. Woodall, Secretary of the Northern District; and a number of unofficial members of the various clubs in the district.

Miss Duffy presided, and in view of the fact that it happened to be Arbor Day, gave an interesting account of how Arbor Day came to be. Bulletins were read from the Chairman of Insurance and the Chairman of Education. Reports were given by the Chairman of Legislation and the Chairman of Membership.

Miss Duffy then asked Miss Clements, the President of the State Federation, to tell us about the National Federation, which she did, and gave some of the reasons why California as a whole does not belong. The interest with which Miss Clements' remarks were followed was shown by the discussion of the subject which immediately took place. It was finally decided that the various Presidents should take the matter up with their respective clubs, and the result reported to the next quarterly meeting of the district; and that meeting should in turn report its findings to the meeting of the State Federation at Hollywood.

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CAREER SKETCHES—WHO WILL BE NEXT?

The issue of March 6th was minus a career sketch. Why? Because the various members who were approached were too busy, too modest, could not write, etc., etc.

And we did so want a sketch for each issue!

And you know that you can do it. Here is what we want: just a snappy outline of your business career. How did you come to adopt it? As a means to an end? What end? Why do you like it? What are your future plans?

Now let's see how many articles this plea will inspire. Send your contribution to Alice M. Jones, 636 Pine Street. If you have neither the time nor the inclination to turn out a finished article, send her the bare facts and let her dress them up.

THURSDAY NIGHT AT THE CLUB ROOMS

Mrs. May F. Riley reports a delightful Thursday at home last week. There were twenty present, including a few guests. Some played bridge, some checkers, while others just cuddled up comfortably and talked. (By the way, we understand Miss Lord has voiced a challenge to any Club member for the Checker Championship.) Miss Mary Baker is the counsellor at bridge and has graciously offered to be on hand every Thursday to instruct the uninitiated and to polish those who already know the rudiments. A small fee of 25c is charged those wishing to have this advantage, and the sum total goes to a special fund. As an added attraction, Miss Grunsky is going to read something interesting next Thursday.

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San Francisco, March 5, 1926.

Miss Oristella Taber,
Editor, BUSINESS WOMAN,
San Francisco.

My dear Editor:

Little did I dream that your placid, peaceful pages would become the vehicle of controversy; but a letter from Vice-President Reed is so filled with fire and brimstone that I feel that I must enter the match.

The letter appeared two weeks ago; I have waited for some of the blaze to die down before replying. As perpetrator of the match box, I should like to explain that I acted after due reflection. Well knowing that in our new President we have quite a matchless executive, my impulse was to allow her to remain so, but I was also mindful of the fact that when she became addicted to so popular a Vice she had found her match. How could anyone know that the match would strike?

What fills me with most concern in Miss Reed's communication is the dark hint about matches going out. Does she mean go out of office, or does she merely refer to her well-known habit of stepping out o' evenings?

And that allusion to the "Lord coach" undoubtedly refers to the "swing low, sweet chariot," of camp meeting fame, and savors much of club blasphemy, the market price of which is twenty-five cents.

If the Vice will drop one-quarter of a dollar into the strong box of the Lord, all will yet be well and we'll call it a love-match.

Your earnest reader,
LILLIAN PALMER.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

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CLUB NOTES

By Caroline Bachich

New books have been added to our shelves as follows: twelve from Mrs. Annie Little Barry, five from Miss Eleanore Lambertson, and one from Miss Lydia Floan.

The Club extends sympathy to Miss Lillian Lee, in the loss of her aunt.

Have you noticed the lovely new lampshade made for us by Miss Grace Livermore?

The San Jose Club will have a Birthday Dinner at the Hotel Vendome on Saturday evening, March 20th. An invitation has been extended to all of the San Francisco Club members who can attend.

Dr. Susan Hamilton and Miss Josephine Weed are in charge of a Wild Flower Show at the Club Rooms some time in April. Although the date has not definitely been decided on, it will probably be the second week.

Miss Rena Lawrence of Los Angeles was one of the San Francisco delegation at the Breakfast in Oakland last Sunday. Miss Lawrence is a member of our Club.

As the slogan is now, "Own an Original," it may be interesting to many to know that our Club owns an Original,—the beautiful picture of Mt. Tamalpais by A. W. Best, presented to the Club by Dr. Susan Harris Hamilton.

We clip the following from the Paris letter of the *Chronicle* of March 7th:

"'Traveling round the world is something like a surgical operation, painful while it lasts, but a wonderful subject of conversation once you are through with it,' says Miss Catherine Libbey Glenn of San Francisco, who, with her friend, Miss Jenny Gada, has abandoned the life of the successful business woman for the arduous career of the globe trotter. Miss Glenn and Miss Gada will be away from America two years on their world trip."

THE MEETING OF MARCH 2ND

If there is a member who absents herself from the business meetings of the Club because she thinks they will not be entertaining or amusing, she makes a great mistake. The meeting of March 2nd was both.

In the first place we had a speaker, which is unusual at a business meeting. Miss Mary E. Kelly of the Paul Elder Library, one of our members, gave us a dissertation on men's poetry in her breezy style, which is always a delight. After that came the regular business, which was handled in a sociable way that robbed it of any dullness and made its discussion positively enjoyable. More than one member was heard to say: "I like the business meetings better than any others."

It is too bad we can't report the business transacted, but as it was a meeting for members only, it can't be done.

AMONG THE CLUBS

The Burlingame Club, although a little over a month old, has already decided that it wants a Club House. It has started to raise funds for that purpose in a rather unique, and not a very rapid, way. They have a rule requiring all members to address one another by the first name only. Failure to do this is punished by a fine of one cent for each offense, the fines to be applied to the Club House fund. At a recent meeting the sum of 19 cents was collected in this way.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MARCH 20, 1926 No. 11

Weekly *Program*

LUNCHEON

TIME—March 23, 1926, at 12:15 P. M. Sharp.

PLACE—Somerton Hotel, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Mrs. H. B. Harpold, Chairman of the Committee on Juvenile Work, the City and County Federation of Women's Clubs.

SUBJECT—"Women's Share in Juvenile Work in San Francisco."

CHAIRMAN OF THE DAY—Miss Ethel Jones.

Please make reservations early at the club rooms, Kearny 3416.

THE THEATRE PARTY

Those of us who attended the business meeting of March 2nd heard Miss Lord announce that a theatre party had been decided upon to take place some time early in April. She stated that the management of the party would be in the hands of Miss Reed, and we all heard Miss Reed "chortle in her glee" at the prospect.

From our experience last year we all know something of the machinery that has to be set in motion in order that such an affair may be carried out successfully; and this advance notice is given principally so that you will be prepared and ready to fall in line the moment that General Reed sounds her bugle call.

WHY IS A THEATRE PARTY?

Our theatre party is for two reasons. One is because we all had such a grand, good time at the one last year that we have been wanting to have another ever since. The play was A1, we sold all our tickets, everything went as smoothly as possible and everyone was happy.

Our party this year will not be at the Alcazar, but at the President; however, it is a Duffy theatre, which is sufficient assurance that everything will be made as nice for us as the management can make it.

The play will be "You Don't Understand," and is written by Arthur Goodrich, the author of "So This Is London," and if you saw that play it goes without saying that you want to see this one. It is clean, funny and thoroughly enjoyable in every way.

LEST WE FORGET

It was stated that our theatre party is for two reasons. The second reason is for the purpose of giving substantial form to our service fund, or rather the "Remembering Fund," as Miss Lillian Palmer has suggested that it shall be called. The purpose of this fund is to lend a helping hand to any woman anywhere, as we may have opportunity. Perhaps some young girl may need the loan of a sum sufficient to see her through a business school; another may need some special kind of vacation which she cannot manage without help; a woman may lack the means to start a business for which she is particularly fitted. These are only a few of the emergencies which the Remembering Fund is expected to meet. At our last business meeting it was voted to put 25% of all moneys raised into this fund; and as its amount increases, its scope will be extended.

THE DATE

The date of our party is Monday, April 5th—Easter Monday. Mark it down in your engagement book at once, and see that all your friends do the same. We ourselves will of course all be there, and we want also our brothers, our cousins and our uncles there as well. It is a good time and a good way to return any social attentions we may have received.

THE PLAY'S THE THING

Isn't it a teasing title—
"You Don't Understand"?
What is't that's not comprehended?
Something big and grand?

Is't a scientific question?
One for Ph. D.'s?
One which men of erudition
Might answer with ease?

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Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

Maybe it is something subtle;
A weird mystery.
Sooth I wot not, but I'll tell you
I am going to see!

So I'm going to buy a ticket.
Maybe two or three;
For alone one cannot frolic.
Don't you all agree?

THE TICKETS

Speaking of tickets—if you haven't already secured what you want to use and to sell, you will find a supply at the Club rooms or at Miss Reed's office, Camera Craft Publishing Co., 411 Claus Spreckels Building. Phone Sutter 1398.

HERE AND THERE

Men have complained a good deal that women are pushing their way into professions and places that were formerly sacred to persons of the male sex. Now peninsular commuters say that women are trying to monopolize the seats in the smoking cars—not that they want to smoke—the only reason seems to be that the smokers are nearer the front end of the train, and a minute or two is saved in the mad rush for the street cars when the trains arrive in San Francisco.

The *Christian Science Monitor* quotes Gail Laughlin as saying: "Women have no business to have a double job of work and housekeeping." What do the club members think about it?

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Investments
208 Mills Building Kearny 4567

SERVICE—RECIPROCITY

Our Club has added two new aims,—Service and Reciprocity. Service, so the dictionary says, is the act of doing something for another; reciprocity, a mutual giving and receiving.

Truly, our program chairman could not have chosen a more fitting speaker to drive home these aims to us than Mr. George Irving, San Francisco Sales Manager for The Fuller Brush Company, who spoke before us at luncheon, Tuesday, March 9.

Besides giving us the interesting sidelights on building up this organization, Mr. Irving revealed to us the fine character of a man who had patience and vision, and who believed in service and reciprocity. Mr. Irving's affectionate way of speaking about "Dad Fuller and his organization of harmony" told much in a few words how a large business had been built up by offering service to the customer and an unusual opportunity to the salesman.

INEZ J. DUGUID.

CREDIT WHERE CREDIT IS DUE

Many compliments are being received from various sources on the Club's Year Book, and due credit is being given the editorial and publishing committees who had charge of the work. However, a very large share of the praise received has been on account of its attractive appearance. For this typographical excellence, which makes the book a model of its kind, entire credit and deep appreciation are due the Margaret Mary Morgan Printing Company, which, from Margaret Mary herself down to the printer's devil, took the greatest interest in the book and spent much time and patience in making it typographically perfect.

AMONG THE CLUBS

Our sister club at San Mateo, although only a very few months old, has decided that it has hidden its light under a bushel long enough. Under date of March 8, it issued its first bulletin, which, by the way, has not yet been christened. It is a snappy little sheet and we shall await future copies with interest. It is to be published once a month.

Be sure to remember San Jose's birthday dinner on Saturday evening, March 20, at 6:30. Twenty came to our birthday party from their club. Let us see if we cannot double that number.

THE PIERROT and PIERRETTE
315 Sutter Street
Dinner 5:30 to 7:30 P. M., $1.00
A la Carte after 7:30
Every evening, including Sunday
Luncheon and Tea — Music and Dancing
Gene Hewlings — Helen Shumate

VERY ATTRACTIVE, close in, reasonable apartment accommodations in private home suitable for one or two business women.

Telephone Garfield 5350 mornings.

HELP OUR PUBLICITY CONTEST

Readers of the *Daily News* are requested to clip any items concerning our Club which they may find in that sheet and mail them to Miss Johanna Heim, 228 Powell Street.

MEETING OF DRAMATIC SECTION

The Dramatic Section will hold its next meeting Wednesday evening, March 24, at 7:30, in the Club rooms. The play to be read is Channing Pollock's "The Fool." All interested members are invited. Bring books if possible.

HAVE YOU FORGOTTEN SOMETHING?

Have you sent in your dues or is that bill already forgotten in some corner of your desk? That can happen, you know. We have done it ourselves.

We are entering upon a new Club year. Your new officers are more than anxious to do their best and in order to do ther best, they ask the co-operation of every Club member, for a club is only the sum of its members, plus their loyalty and their support.

Let us put the Honor system in force in our Club. Get that bill out of its hiding place, send in your check, or drop in to the Club rooms and pay Mrs. Burlingame. Do it now! We ask the support of each and every one of you. This is your personal responsibility. Let's make a record and not send out one single delinquent notice!

GOOD THINGS COMING

MARCH 30th DINNER

SPEAKER—Mr. Leo Gianini of the Illuminating Engineering Society, San Francisco.

SUBJECT—"Light on Lighting."

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

Clerical worker, 5 years' experience in insurance office, good at figures and file work, desires position. Address M. M., care The Business Woman, or phone Bayview 8260.

Experienced general office clerk, including filing, detail work and typing, desires position. L. S., care Editor Business Woman, 447 Sutter Street, or phone Franklin 2670.

BUSINESS WOMEN—

A three and one-half million dollar bank, directed and staffed by women, exclusively for women.

It serves twelve thousand women satisfactorily. Surely in some way it can serve you.

Bank of Italy
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Head Office – San Francisco

Women's Banking Department
Market, Powell and Eddy
Telephone Douglas 6000

When patronizing our Advertisers, Boost our Club by mentioning
THE BUSINESS WOMAN

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Tell Us WHAT and HOW You Eat
and we will undertake to tell you
Why You Are in the Condition You Are
DENATURED FOOD
Is the Greatest Cause of Disease
Consultation and Advice Free
CALIFORNIA HEALTH FOOD SERVICE
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from 11.30 to 2.30
tea from 3 to 5
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Sole Agents for
Dr. A. Reed Cushion Shoe and
Heim's Orthopedic Shoe
OAKLAND
1623 Broadway
Phone Lakeside 5531
SAN FRANCISCO
228 Powell Street
Phone Kearny 4591

CLUB NOTES

By Caroline Bachich

Mrs. Mary Barr has been vacationing in Los Angeles for the past week.

We are glad to report that Miss Cornelia Underwood has entirely recovered from a slight accident of last week.

Kate Clune, a member of the B. & P. W. Club of Marquette, Michigan, was a visitor at the Club rooms last Thursday.

THURSDAY NIGHT AT THE CLUB ROOMS

Our last Thursday at Home was most enjoyable as well as crowded, there being over thirty members and guests present. Our new member, transferred from Omaha Club, Mrs. Wiltse, was made acquainted. Four members of the Dramatic Section, Miss Elias, Mrs. DuGuid, Mrs. Woodruff and Mrs. McDonald, delightfully presented Milne's one-act play, "The Step Mother." Mrs. Riley and Miss Elias poured tea and we feel that soon we shall need a new set of dishes to accommodate our guests.

Checker players were in evidence and played their usual earnest game, although Bridge seemed to be rather the favorite, as we noticed three tables of this fascinating game.

Miss Cornelia Farrell will be hostess on Thursday, March 25th.

Patronize Our Advertisers

We wish to call the attention of our readers to the following classified list of those who are advertising with us:

BANKS—Bank of Italy.
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BEAUTY PARLOR—Aubrey & Carlson.
BONDS—Pearsons-Taft Company.
ELECTROLYSIS—Anita Harris Ludwig.
Mrs. F. M. Maestretti.
FURS—Wm. A. Schuneman, Jr.
HEALTH FOOD—California Health Food Service.
NOTARY PUBLIC—Anne F. Hasty.
Catherine E. Keith.
PHOTOGRAPHIC MAGAZINE—Camera Craft Publishing Co.
PHOTOGRAPHY—R. J. Waters & Co.
PHYSICIAN—Dr. Susan Harris Hamilton.
PRINTING—Margaret Mary Morgan Co.
REAL ESTATE—Coldwell, Cornwall & Banker.
Grace Perego.
RESTAURANTS—Bib and Tucker.
The Pierrot & Pierrette.
SHOES—F. L. Heim & Son, Inc.

Telephones
Office: Sutter 6900 Residence: Park 9289
Evening Service by Appointment
ANNE F. HASTY
Notary Public
ANGLO-CALIFORNIA TRUST CO.
Seaboard Branch
101 Market Street

SUNSET REAL ESTATE
Advertised in this space three months ago has netted purchasers
LARGE PROFITS
Sunset prices are increasing daily—
Why Delay?
GRACE PEREGO
159 Sutter Street Kearny 2050

THE
MARGARET MARY MORGAN CO.
Engraving · Printers · Publishing
619 California Street
San Francisco
Phone Douglas 4633-4634

GET WELL AND KEEP WELL
A SYSTEM OF REJUVENATION
BOND HYGIENIC INSTITUTE, Ladies' Dept.
775 Geary Street, Apt. 105, Phone Prospect 8643
for appointments

OUR THEATER PARTY

will be given at the

President Theater

on

April 5th, 1926

"YOU DON'T UNDERSTAND"

a new comedy which promises to be the laughing sensation of 1926, will be the attraction.

Arthur Goodrich, whose international comedy, "So This Is London," ran for ten weeks at the Alcazar last year, is the author of "You Don't Understand," and it is described as abounding in merriment with an absorbing romance and a story of sustained interest. It will be introduced here with a cast and scenic features on the same scale of excellence as though it were being offered on Broadway.

Tickets

may be had of any of the Captains, from Mrs. Burlingame at the Club Rooms, or from Ida M. Reed, 703 Market Street,

Sutter 1398

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MARCH 27, 1926 No. 12

Weekly Program

B&P WC

DINNER

TIME—March 30, 1926, at 6:15 P. M.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—Mr. Leo Gianini of the Illuminating Engineering Society, San Francisco.

SUBJECT—"Light on Lighting."

CHAIRMAN OF THE DAY—Mrs. W. D. Kohlwey.

Please make reservations early at the club rooms—Kearny 3416.

MY BUSINESS CAREER

You ask us to give a career sketch—and you want it snappy. I'm afraid mine will have to be snappy, because it isn't much of a career; but since you so desire, I will do the best I can.

It's just one of those very homely ones that you often hear and read about. "Sink or swim—live or die," it was up to me. So I started out to get a job and took the first one offered, which paid twenty dollars a month for the first month, and that was as long as I stayed. Even in that short time I decided that I could do better than that and so secured another position. This one proved to be a final one, because I have remained ever since—now a number of years. I never tried to think what it would lead to. I just let every day take care of itself. For several years I was the only young woman in the office together with one employer. And now as I look back I feel proud to say that I have watched this organization grow until now it is a firm of four partners, and there are ten girls in the organization. It is with a great deal of pride that I can say that I am consulted in all the comings and goings of these girls, and their welfare is under my supervision.

I find my work most interesting. Some days are very tiring and strenuous, but nothing is ever gained that is worth while without some hard work attached to it. Every day is interesting—meeting different ones as they come to my window—and very often there is quite a tale attached to the paying of a rent or the securing of a statement of an account.

I am happy in my work and enjoy it.

LILIAN ELIAS,
With Coldwell, Cornwall & Banker, Realtors.

TEAMWORK

San Francisco, California,
March 20, 1926.

Miss Oristella Taber,
Grape Growers Exchange,
312 Claus Spreckels Building,
San Francisco.

DEAR MISS TABER:

Our good member, Mrs. LeRoy, having sent out a call for CLUB LYRICS, let us respond, as "Music maketh a glad heart."

To start the ball rolling, I give you below my offering:

B—Stands for "Boost," so boost with all your might.
P—Stands for "Policy" that is always right.
W—Stands for Women, who answer every call.
C—Stands for Club and the Club for us all.

CHORUS

Boost, girls, boost, boost with jollity;
Boost, members, boost, with all sincerity;
If we'll boost together, next year our Club will be
Twice as many members stronger.

Evelyn M. Tonnemacher has suggested this be sung to the tune of "Marching through Georgia."

Respectfully submitted,
A. H. BRACE.

Approved by Mrs. LeRoy.

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
Single copies..... .05

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Officers

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Vice-President.....Ida M. Reed
Secretary.....Estelle V. Walker
Treasurer .....Mabel Pinger
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Directors

Caroline Bachich — Rose Mainprice
Terese Forman — Mrs. D. R. Withers

Committee Chairmen

Finance .....Rose Mainprice
House.....Mrs. M. E. Barr
Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

TICKETS, PLEASE

Tickets please everyone, we think. If you doubt it, just try passing around to those you want to please most some tickets for "You Don't Understand" for the night of April 5th, and see if their faces don't all light up. We have still some on hand, but you had better get your orders in quickly, for we don't know how long they will last.

NO POOR SEATS

If you have ever been to the President Theatre, you probably know that there is not a seat in the house from which you may not both see and hear perfectly. On this particular occasion there is a distinct advantage in having a seat well toward the rear, for in that way you have an opportunity to see who is there and to be in on all the fun that will be going on all around.

CANDY

Yes, we are going to have candy for sale and we shall try this time to have enough so that all may have some. It will be home-made candy, too, and Miss Dumas has charge of it, which is sufficient assurance that it will be all that it should be.

Come to the Club Rooms, Thursday evening, April 1, and help her make it.

Investment Advice for Women
FROM A WOMAN
Does Your Money Work For You?
Miss Zimmerman helps Women to make money make money
PEARSONS-TAFT COMPANY
Investments
208 Mills Building Kearny 4567

SAN JOSE'S FIFTH BIRTHDAY DINNER

Saturday evening, March 20th, about 250 business and professional women assembled at the Hotel Vendome to assist the San Jose Club in celebrating their fifth birthday. There were representatives from most of the women's clubs around the bay, the youngest one being the Hollister Club.

There were about a dozen from our own Club, and Mrs. Riley in her usual charming manner presented our gift, a beautiful rose jar from the Seven Seas Gift Shop, the proprietor of which is our Miss Sarah Oddie. In her response, Miss Coyle, the President of the San Jose Club, made a metaphorical use of the term "Seven Seas" in a very interesting way.

WILD FLOWERS

Here is an outing within the city limits.

Board a Mission Street car (be certain that it crosses Geneva Avenue).

Get off at Geneva Avenue and transfer to the Geneva Avenue line. Alight at Acacia Avenue and walk (about four blocks) toward the hills. You will find the lovely flag lily, or iris, golden poppies, sweet buttercups and saucy pansies in profusion.

Very few people visit this delightful spot. The writer discovered it about four years ago, and with a few friends makes several pilgrimages each year.

If you are a good climber do not fail to go over the ridge. There you will find a sunny valley dotted with flowers galore.

Start out early, as the wind is rather high as the day advances. Take a bite to eat and a good book along. Rest, nibble and read between times and you will never regret the jaunt.

Do not delay the outing, as the flowers are now at their best. The iris will very soon be gone, but the other blossoms will greet your eyes for some weeks to come. You will enjoy the rolling hills of green, the riot of color, glorious sunshine, and the expanse of sea and sky.

ALICE M. JONES.

Telephone Douglas 7737 ANNA S. HUNT

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EUGENE PERMANENT WAVING
Superfluous hair permanently removed
Soft water and sun-dry shampoos
SHOP OF PERSONAL SERVICE

CLUB NOTES

By Caroline Bachich

Mrs. A. W. Wise motored to Red Bluff last week.

The Club extends sincere sympathy to Mrs. Cosgrove in the loss of her sister.

Miss Agnes Duffy is still ill at her home, but expects to go to the hospital this week.

Among the recent gifts received by the Club is a book, "A Little Leaven," by Katherine Grey Smith, presented by the author. Four books from Dr. Alice M. Goss, and a fern from Mrs. Jessie Scott.

We were pleased to have an exceptionally large number of guests and prospective members at our last dinner meeting.

Miss F. Cohn, Secretary of the Reno, Nevada, B. & P. W. Club, is visiting in this city.

THEATER TICKETS

are for sale by
the following Captains:

Rose D. Brown
Dr. Susan Harris Hamilton
Lydia Johnson
Winifred Kerr
Florence Drake LeRoy
Ida J. Lord
Gertrude Mowder
Mrs. May F. Riley
Holly Todd
Estelle V. Walker
Marie Whaley
Mrs. D. R. Withers
Ethel Woodruff

"Careless"

Sailor: "They've just dropt their anchor."

Mrs. Symp: "Gracious, I was afraid they would. It's been dangling outside for some time."

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

WANTED Secretarial, Stenographic position by capable woman who has held varied executive positions including personnel management. B. C., care Editor Business Woman, 447 Sutter Street, San Francisco, or phone Franklin 3650.

WANTED by young lady of ten years' experience, position as stenographer. Can furnish good references. C. L. D., care Editor The Business Woman, 447 Sutter Street, or phone Sunset 5083.

BUSINESS WOMEN—

A three and one-half million dollar bank, directed and staffed by women, exclusively for women.

It serves twelve thousand women satisfactorily. Surely in some way it can serve you.

Bank of Italy
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Head Office – San Francisco

Women's Banking Department
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Telephone Douglas 6000

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ANYTHING -- ANYWHERE -- ANYTIME
R. J. WATERS & CO.
717 Market Street Douglas 1566

Tell Us WHAT and HOW You Eat
and we will undertake to tell you
Why You Are in the Condition You Are
DENATURED FOOD
Is the Greatest Cause of Disease
Consultation and Advice Free
CALIFORNIA HEALTH FOOD SERVICE
1924 Broadway, Oakland — Phone 2464 Oakland

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315 Sutter Street
Dinner 5:30 to 7:30 P. M., $1.00
A la Carte after 7:30
Every evening, including Sunday
Luncheon and Tea Music and Dancing
Gene Hewlings Helen Shumate

REAL ESTATE & INSURANCE
RENTING LISTS FURNISHED
Phone Sutter 5420 57 Sutter Street

A SPUR FOR CLUB LYRICS

In response to Mrs. LeRoy's call for Club lyrics, one of our efficient and prominent members offers through THE BUSINESS WOMAN a prize of FIVE DOLLARS for the best lyric suitable for the Club Song Collection written by any one of our members. Mrs. LeRoy is to select the judges and herself be chairman of them. The contest will close April 30th. Send the lyrics to Mrs. LeRoy, care of the Club.

WHAT I'VE BEEN READING

By ETHEL L. MAXWELL

Sarah Gertrude Millin is the author of two novels of South Africa, where she was born, "God's Step-Children" and "Mary Glenn," but if you are an admirer of Cynthia Stockley, you will find a very different South Africa. I cannot recall in any of Miss Stockley's stories even an intimation that an inter-racial problem exists in South Africa. I suppose it is too unpleasant to be discussed by the really well bred. However, that is the theme of "God's Step-Children," and after reading it one's chief emotion is one of sorrow, rather than disgust, for the poor victims, children and grandchildren. the anti-English Mr. Menken says that "God's Step-Children" and "Passage to India" are the only English novels "of any merit whatever" that he has read in two years past.

"Mary Glenn" is also a story laid in South Africa, but as a background for the development of the character of a selfish and unhappy egotist, exceedingly well done by Mrs. Millin. While disapproving heartily of Mary Glenn's social snobbery, her envy and jealousy of others, her creator causes you not only to sympathize with her unhappiness and misfortune, but to admire her capability and efficiency. In other words, a thoroughly human sort of person, with qualities good, bad and indifferent. These novels are both well worth reading, better than most.

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BATH PARLOR—Bond Hygienic Institute.
BEAUTY PARLOR—Aubrey & Carlson.
BONDS—Pearsons-Taft Company.
CORSETS—Anna S. Hunt.
ELECTROLYSIS—Anita Harris Ludwig.
HEALTH FOOD—California Health Food Service.
PHOTOGRAPHIC MAGAZINE—Camera Craft Publishing Co.
PHOTOGRAPHY—R. J. Waters & Co.
PHYSICIAN—Dr. Susan Harris Hamilton.
PRINTING—Margaret Mary Morgan Co.
REAL ESTATE—Coldwell, Cornwall & Banker. Grace Perego.
RESTAURANTS—Bib and Tucker. The Pierrot & Pierrette.
SHOES—F. L. Heim & Son, Inc.

FOR RENT

At 1157 Powell Street, studio room 23x18—six windows, heat, hot water, hardwood floors, large closet, tub and shower baths. Has never been occupied; unfurnished or partly furnished to suit. Kitchen privileges. Pleasant home for the right woman.

SUNSET REAL ESTATE
Advertised in this space three months ago has netted purchasers
LARGE PROFITS
Sunset prices are increasing daily—Why Delay?
GRACE PEREGO
159 Sutter Street Kearny 2050

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Engraving · Printers · Publishing
619 CALIFORNIA STREET
SAN FRANCISCO
Phone Douglas 4633-4634

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A Woman's Beauty is Dependent Upon Her Health
You are invited to call and learn more about the Bond Hygienic Institute and what it will Do for You.
Nature's way makes you better day by day.
775 Geary Street, Apt. 105,
Phone Prospect 8643 for appointment
Women patients only

F. L. HEIM & SON, Inc.
FINE SHOES
Sole Agents for
Dr. A. Reed Cushion Shoe and Heim's Orthopedic Shoe
OAKLAND
1623 Broadway
Phone Lakeside 5531
SAN FRANCISCO
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April 5th, 1926
"YOU DON'T UNDERSTAND"
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Tickets
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 APRIL 3, 1926 No. 13

Weekly *Program*

DINNER

TIME—April 6, 1926, at 6:15 P. M.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY

Please make reservations early at the club rooms—Kearny 3416.

A CITY WITHIN A CITY

Thus did Miss Donaldina Cameron describe the Chinatown she knew in the days before the fire, in a delightful talk she gave to the Club members at dinner on March 16th. Miss Cameron, as every San Franciscan knows, is the head of the Presbyterian Mission Home for Chinese girls on Sacramento Street (to which she extended a most cordial invitation to all of the Club at any time we care to go). Miss Cameron has been engaged in mission work in Chinatown for over thirty years, and her talk was all too short for such a fascinating subject. Contrasting conditions in the old Chinatown with streets, buildings, stores and restaurants as they are today, she touched lightly on the picturesqueness and charm of Ross Alley, Fish Alley, the old Jackson Street Theater, Hang Far Low Restaurant (still there, girls, in the same place), the store of Nanking Fook Woh, conducted now by the son and two younger daughters of her friends, the Lows; the joss houses and other places of interest. However, Miss Cameron has much to say in praise of the new Chinatown which has arisen on the ashes of the old, and the splendid enterprise and public spirit of the native-born sons and daughters, who form a Chamber of Commerce, who build a much-needed hospital where it should be, in Chinatown, which is as fine as, and probably better equipped than any other in San Francisco. Playgrounds are being provided for the many little children of Chinatown, who have had only the narrow and crowded streets in which to play, now such a menace to little ones because of the constant increase in automobile traffic. We were glad to hear Miss Cameron speak in appreciation of the work of gentle, kindly Sergeant Manion, so well liked and respected by the Chinese, and it certainly did one good to hear her declare that, far from considering herself a martyr or sacrifice to a cause, she considered it a privilege to have had the opportunity to work among these fine people, and to have been brought into such intimate contact with them. Won't you come again, Miss Cameron, and tell us some more?

E. L. MAXWELL.

This Is Friday-the Show Is Monday

Only Two Days Left-Get Your Tickets *for the* Theatre Party Now

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
Single copies..... .05

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Honorary President, Lillian Palmer

Directors

Caroline Bachich — Rose Mainprice
Terese Forman — Mrs. D. R. Withers

Committee Chairmen

Finance.....Rose Mainprice
House.....Mrs. M. E. Barr
Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception.....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

MRS. HARPOLD'S TALK ON THE NEED FOR A JUVENILE COURT IN SAN FRANCISCO

At our last luncheon meeting, Mrs. H. B. Harpold, who has spent fifteen years in children's welfare work in San Francisco, gave us a very interesting idea of children's problems. She reminded us that there is no Juvenile Court in San Francisco; that children are taken to the Police Courts, and kept in what is called the Detention Home, but really is nothing more than a jail, for acts committed against them, while the men were allowed to go free on very low bail. Mrs. Harpold very earnestly asked the Club's co-operation and support in her effort to establish a Juvenile Court in San Francisco, with a judge who would sit six days a week and try the cases of children who now must wait months before a hearing can be had. The Club has this in mind and a committee may be appointed to study these problems and render what aid we can.

CAROLINE BACHICH.

"SHE WASN'T GEOGRAPHICAL"

Old Colored Mammy: "Ah wants a ticket fo' Florence."

Ticket Agent (after ten minutes of wearily thumbing over railroad guides): "Where is Florence, madam?"

Old Colored Mammy: "Settin' over dar on the bench, suh."

Investment Advice for Women
FROM A WOMAN
Does Your Money Work For You?
Miss Zimmerman helps Women to make money make money
PEARSONS-TAFT COMPANY
Investments
208 Mills Building Kearny 4567

HOW DO YOU READ?

"Reading is to the mind," said the Duke of Vivonne to Louis XIV, "what your partridges are to my chops."

The foregoing quotation heads an article entitled "Remarks on Reading," written by Edward Gibbon, who "Declined and Fell," as our old friend, Mr. Boffin, used to say, in the latter part of the 18th century; the idea being, of course, that reading nourishes one's mentality, or does not, according to the manner in which it is done. He speaks of two men who did about the same amount of reading; "but their different modes made the one an enlightened philosopher, and the other a pedant, puffed up with a useless erudition."

Speaking of the reading of novels, H. G. Wells writes the following:

Just in so far as novels help his questionings, a man should read them. But I do not think that everyone should read them, and certainly there is no one novel at all that everybody should read. Often they are read with such inattention that if the book is taken from them suddenly they can hardly name its title or its characters; such reading is really a life-wasting habit of assisted reverie.

So there we have three methods of reading: First, that of the man who reads and digests or assimilates what he reads; second, that of the man who makes of his mind a sort of literary storehouse where he keeps a lot of material which he neither uses himself nor places at the disposal of others; third, that of the man who reads, knows what he reads, and for whom it is only a lazy man's pastime.

Gibbon closes his article with Pliny's advice "to read much, rather than many things"; and supplements it by suggesting that one should "make a careful selection of the best works, and render them familiar to us by attentive and repeated perusals."

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THAT THEATRE PARTY

LET'S SWEEP CLEAN!

The sale has been a Hum Dinger. Now we are going to use that new broom and sweep up the last row, too. Every seat has got to go. One more effort, and all together. Let's go!

YOU'D SMILE TOO!

This member has seen the advance copy of the program. If you saw it you would also smile. It is that sort of a program. And when you see the show, you are going to laugh. It's that sort of a show. In fact, the entire affair is the sort of thing you would have it.

Get your tickets from the following Captains:

Rose D. Brown
Lydia Floan
Dr. Susan Harris Hamilton
Lydia Johnson
Winifred Kerr
Florence Drake LeRoy
Ida J. Lord
Gertrude Mowder
Mrs. May F. Riley
Holly Todd
Estelle V. Walker
Marie Whaley
Mrs. D. R. Withers
Ethel Woodruff

DRAMATIC SECTION

The next meeting of the Dramatic Section will be on Tuesday evening, April 13, 7:30 p. m., at the Club Rooms. The play to be read is "Miss Lulu Bett," by Zona Gale. Bring books if possible.

BUSINESS WOMEN—

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Phone Sutter 5420 57 Sutter Street

HERE AND THERE

Many of us will be interested to learn that Mrs. Sophie W. Root, one of our charter members, is manager of an office just opened by the Burlingame Realty Company at 1219 Burlingame Avenue, Burlingame, where in addition to selling the houses which she builds she is conducting a general real estate and insurance business. She will be glad to have you stop in any Sunday afternoon when you are motoring down the peninsula. You will find her just opposite the Garden Theatre.

Miss Bachich was too modest to mention in her own column the tulips, narcissus and other flowers which she brought to the Club Rooms the past week and which added so much to the pleasure of all who saw them.

Miss Cornelia Farrell will be the hostess at the Club Rooms Thursday evening, April 8.

THE DINNER ON APRIL 6

Next Tuesday night will be our regular business meeting. These meetings are not as well attended as the other dinners, and it may be that the newer members have the idea that because they are business meetings they are dull and uninteresting. This is an entirely wrong impression. The business meetings are often more interesting than any others. They are the times when as a family we get together to discuss what is best to do to promote our general well being. To be sure, we do occasionally take out the family skeleton and rattle its bones a bit; but it is after all a very nice skeleton. Come and give us the benefit of your advice and suggestions.

CLUB NOTES

By Caroline Bachich

Mrs. Mary Gervais, President of the Burlingame Club, was a visitor at our Club Rooms last Thursday.

Miss Arica Tracey spent the week end in Saratoga at the Flower Festival.

The Club extends sincere sympathy to Carolyn Nelson in the loss of her mother.

Miss Matilda Schimpf was an invited guest to the ceremonies for the new Duboce Street car line and watched the Mayor drive the silver spike, from the speakers' platform.

Mrs. Florence LeRoy has offered to escort any of the Club members through the Spreckels mansion, and tell them all about it. It is now used by the Society for the Promotion of the Seven Arts.

Have you picked out the spot to gather the nicest wild flowers for our Wild Flower Show?

Miss Agnes Duffy is at the St. Francis Hospital and when the writer talked to her, she was about to go to the surgical room. She wishes to thank every member for their cheering messages sent while she was ill.

Mrs. Jene S. Bishop has recently presented three books to the Club Library.

Mrs. A. H. Brace went to a picnic "somewhere in the country" last Sunday. Wherever it was, she brought back a quantity of leaves of Oregon grape and Solomon's Seal with which to decorate the Club Rooms. As it was Sunday night, the elevator was not running but, nothing daunted, she climbed the three flights of stairs, and our rooms are very beautiful in consequence thereof.

334 Sutter Street
luncheon is served
from 11.30 to 2.30
tea from 3 to 5
Caroline Jones
Douglas 7118

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OUR THEATER PARTY
will be given at the
President Theater
on
April 5th, 1926
"YOU DON'T UNDERSTAND"
a new comedy which promises to be the laughing sensation of 1926, will be the attraction.
Arthur Goodrich, whose international comedy, "So This Is London," ran for ten weeks at the Alcazar last year, is the author of "You Don't Understand," and it is described as abounding in merriment with an absorbing romance and a story of sustained interest. It will be introduced here with a cast and scenic features on the same scale of excellence as though it were being offered on Broadway.
Tickets
may be had of any of the Captains, from Mrs. Burlingame at the Club Rooms, or from Ida M. Reed, 703 Market Street, Sutter 1398

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 APRIL 10, 1926 No. 14

Weekly Program

LUNCHEON

TIME—April 13, 1926, at 12:15 Sharp.

PLACE—Somerton Hotel, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Mrs. Wm. Palmer Lucas.

SUBJECT—Women in International Relations.

CHAIRMAN OF THE DAY—Mrs. Ethel L. Maxwell.

Please make reservations early at the Club Rooms—Kearny 3416.

YE WILDE FLOWER SHOWE

"Of what are you afraid, my child?"
Inquired the kindly teacher.
"Oh, sir! The flowers, they are WILD!"
Replied the timid creature.

Yes, indeed. And so are the flowers we have to show—but, paradoxical though it may seem—they are quite harmless. Our Miss Josephine Weed has taken them in hand, trained them carefully, and it is now entirely safe to approach quite close to them, touch them, and even to inhale their fragrance. There are a few of the extremely wild ones that have refused to yield to Miss Weed's gentle influence, but those have been barred from our party.

The trees and shrubs, Dr. Hamilton's part of the exhibit, are for the most part at least semi-civilized, and so there will be nothing there to cause uneasiness in the most timid breast. Dr. Hamilton's acquaintance with the trees and shrubs of California is by no means a casual one. She knows them so well that she calls them by their first names, and nothing gives her greater joy than to impart her information to any who desire it. It is no secret that she began her career as a teacher, and she has never quite lost the art.

So here is a wonderful opportunity for us who do not already know them to begin an acquaintance with the trees, shrubs and flowers that are native to California, and of some that like many of the inhabitants have been transplanted here from other lands. If, like the writer, you were born and bred in an Eastern State, and so have not even a speaking acquaintance with Western plants, you will be very glad of a chance to learn about them. Don't be afraid to ask what may seem like foolish questions. Dr. Hamilton and Miss Weed will not laugh, but will be very glad to tell you anything you may wish to know.

RECEPTION TO THE WILD FLOWERS

The San Francisco Business and Professional Women's Club will hold open house April 14, 15, 16, for their friends of the woods and fields.

Each club member is requested to get as many specimens of wild flowers, trees and shrubs as she can find. If you cannot go to the woods or fields, possibly you know some one who can. Write to friends in the mountains or valleys and tell them of our plans. They may send some little flower friend to meet you that you have not seen in a long, long time.

Miss Josephine Weed will be happy to introduce our flower visitors by their real names. Miss Elias will assist in the reception.

Wednesday evening, Dr. Hamilton will make the trees and shrubs known to you, and Thursday evening Miss Catherine Chandler, the vice-president of the California Wild Flower Association, will tell us of these lovely little friends, whose bright faces greet us so eagerly in the early spring and whose presence in the fields and woods gladdens our hearts when we can spend a few joyous hours in "God's great open spaces."

Bring your friends into the Club Rooms during the day or evening and enjoy our honored guests—THE WILD FLOWERS.

There will be music on each evening.

EVENTS COMMITTEE.

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny 3416*

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Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

"THE FIRST TIME IN HISTORY"

This is the title of Doctor Anna Louise Strong's account of the new Russia which is developing under the Soviet Government, and sub-titled "Two Years of Russia's New Life, 1921 to 1923." Doctor Strong was a recent visitor to San Francisco, and spoke before the members of the San Francisco Center on Russia, where she has spent a number of years, and so has first-hand information to give us as to actual conditions in Russia today. I believe Doctor Strong's work is with the children of Russia, in establishing schools and educational centers. The book is exceedingly interesting and informative, as some of the chapter headings will indicate: The Money Power in Russia; The Story of Russian Oil; How Moscow Keeps House; The War with Alcohol; The Church Revolution; Education in Soviet Russia, the latter chapter strongly reminiscent of Mrs. Maddux's account of Jimmy Yen and his 12,000 Chinese characters. I am hoping that Mrs. Lucas will tell us more of the work of Dr. Strong in her coming talk on "Women in International Relations," and would suggest to the members that they read "The First Time in History," as it is more interesting than most fiction, and presents a phase of the situation about which we are hearing very little. You can get this book either at the Public Library or the Mechanics' Library.

E. L. Maxwell.

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A SPECIMEN OF CLUB RECIPROCITY

As an illustration of the way our Club members, when about to make a purchase, first learn whether or not the thing desired is advertised in The Business Woman or in our Roster, we print the following conversation which recently took place.

Miss Mc. and Mrs. Br., two well-known members, chanced to meet on Grant Avenue.

Mrs. Br.: "Are you going to the theatre party?"

Miss Mc.: "Well, rather! I bought nine tickets. By the way, I have just been looking at refrigerators and was about to make a purchase when it occurred to me that I saw refrigerators listed in our Roster. Do you know the name of the member who represents refrigerators?"

Mrs. Br.: "No; but if you will return with me to my office we will look up the Roster and soon find out."

Miss Mc.: "I am sorry, but I have not time for that. I will look up the name when I reach home."

Mrs. Br., wise opportunist that she is, decided she would leave nothing to chance. She returned at once to her office, looked up the index in the back of the Roster, and under the heading "Refrigerators" found that our good member, Mrs. Grace B. Moore, represents the McCray Refrigerator Co. She at once telephoned Mrs. Moore that Miss Mc. is in the market for a refrigerator, and that she wishes to extend the spirit of Reciprocity by patronizing a Club advertiser.

We believe that it is the custom of our members generally to consult the advertising columns of both The Business Woman and the Roster when about to make purchases, and that they patronize our advertisers whenever possible.

DRAMATIC SECTION

The next meeting of the Dramatic Section will be on Tuesday evening, April 13, 7:30 p. m., at the Club Rooms. The play to be read is "Miss Lulu Bett," by Zona Gale. Bring books if possible.

Telephone Douglas 7737 ANNA S. HUNT

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ATTENTION, CLUB MEMBERS!

Kindly join us in making our Wild Flower Week the same delightful and instructive event that it was last spring. Bring your blossoms to the Club Rooms early on April 14th or 15th.

Following prizes offered:

1. Most artistic arrangement of wild flowers.
2. Arrangement of largest *variety* of specimens in one bouquet or basket.
3. Most complete collection of specimens of shrubs and trees.

EVENTS COMMITTEE.

THURSDAY NIGHT AT THE CLUB ROOMS

Owing to the fact that a report of the Thursday night entertainments sent in by Mrs. Riley a few weeks ago was lost en route, no mention has been made of a reading given there by Miss Grunsky March 18. Mrs. Riley, in telling about it in a note sent in today, says: "Miss Grunsky, in her usual charming manner, reviewed 'This Little World,' a travelogue by Stella Benson, describing journeyings through China, Africa, Indo-China and America. Our audience was most interested, and we hope she will come down many Thursdays."

We regret that the fact that Miss Grunsky was to read was not more generally known, for no Club member would willingly miss being present on such an occasion.

There was "no fooling" about April 1st at the Club Rooms. In response to the general invitation, about 25 members came down to help make candy. Through the courtesy of Mrs. Withers and Mrs. De Graf, we were invited to use the laboratory on the fifth floor, which greatly facilitated our labors. Besides the candy which was made, twenty-four pounds of dates were pitted, stuffed, rolled, wrapped and packed. But at that, some time was found for play, and taken all together it was a very enjoyable evening.

CLUB LYRICS

Now that the theatre party is over, let us proceed to get busy on Club Lyrics. Remember there is a prize of $5.00 offered for the best lyric suitable for the Club Song Collection. The contest will close April 30, and so you see there is no time to lose.

BUSINESS WOMEN—

A three and one-half million dollar bank, directed and staffed by women, exclusively for women.

It serves twelve thousand women satisfactorily. Surely in some way it can serve you.

Bank of Italy
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A la Carte after 7:30
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Luncheon and Tea Music and Dancing
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CLUB NOTES

By Caroline Bachich

We are glad to learn that Celia O'Brien has entirely recovered from an attack of the flu.

Dr. Alice M. Goss has presented to the Club her set of forty volumes, Columbian Encyclopedia, to be delivered to the Club when we move into our new Club Rooms in the Women's Building.

The Club extends sincere sympathy to Miss Hazel Ramon in the loss of her father.

Have you noticed the Leslie Salt display in the window at 445 Sutter Street?

During roll call at our last dinner meeting, it was quite noticeable that the Club members are finding their voices, as every name was distinctly heard by all. We think that some of us may also find our singing voices and join Mrs. LeRoy's Songsters.

Mrs. LeRoy has appointed Miss Palmer, Miss Grunsky and Miss Lord to assist her in selecting the best verses from Club members for the new Song Book.

The Seamen's Church Institute is having a Book Week, April 19th to 26th, and have asked for donations of books.

During the past two weeks several persons have exclaimed over certain vases and baskets in our Club Rooms and asked if they were new. We have had them for a long time, but they were not noticed until nicely arranged with flowers.

Speaking of flowers, do not forget the Wild Flower Show, April 14th and 15th.

We had some out-of-town guests at our last dinner; Mrs. Wiltse had a guest from Omaha and Miss Janice Waterman had a guest from Los Angeles.

Miss M. B. Wilkin heard Marian Talley in "Rigoletto" at the Metropolitan, also Galli-Curci.

At our last meeting, Mr. Leo Gianini of the Edison Lamp Co. talked to us about the proper and improper way of lighting. He illustrated his talk with charts and model rooms and showed us how red, green, blue and violet lights make white light.

GOOD THINGS COMING

APRIL 20—DINNER

SPEAKER—Mrs. Florence Drake LeRoy.

SUBJECT—"The Constructive Side of Music."
The first of a series of meetings dealing with music; some of the phases to be considered: music in the making; what music has done for the community; folk songs; operatic music, and the like; at each meeting the type of music described will be illustrated by a soloist.

CHAIRMAN OF THE DAY—
Mrs. Mary S. Sexton.

APRIL 27—LUNCHEON

SPEAKER—Mr. Eugene G. McCann, Manager Personnel Department, Pacific Gas and Electric Company, San Francisco.

SUBJECT—"Man Power in Industry."
Through the department of which he is the head, Mr. McCann acts as counselor, guide, judge and friend to the 8,000 employees of the gas and electric company. His vital interest in personnel work and the splendid results he has achieved in the five years since the inception of the department make him especially well fitted to discuss the "human equation" in business.

CHAIRMAN OF THE DAY—
Miss Clotilde Grunsky.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

Stenographer capable of handling correspondence and office detail desires position. Experience in flour and grain business, also importing and exporting. Address M. E. T., care The Business Woman. Phone Sunset 6376.

Bookkeeper of ability desires part time set of books. Address F. L., care The Business Woman. Phone Kearny 3416.

BOOK LOVERS WILL ENJOY THIS ONE

The young girl asked the librarian for "The Red Boat." The librarian was unable to locate a book under that title.

"Well, perhaps," said the young girl, "it is called 'The Scarlet Launch.'"

Another unsuccessful search was conducted by the librarian. The young girl then began a survey of materials in her handbag, finally unearthing a small piece of paper, on which was written the name of the volume she desired.

"Oh!" she exclaimed, "it's the 'Rubiayat.'"
—*San Francisco Chronicle.*

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SAN FRANCISCO
228 Powell Street
Phone Kearny 4591

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Camera Craft Publishing Co
703 Market Street *San Francisco*

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 APRIL 17, 1926 No. 15

Weekly B&P WC *Program*

DINNER

TIME—April 20, 1926, at 6:15 P. M.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—Mrs. Florence Drake Le Roy.

SUBJECT—"The Constructive Side of Music."

The first of a series of meetings dealing with music; some of the phases to be considered: music in the making; what music has done for the community; folk songs; operatic music, and the like; at each meeting the type of music described will be illustrated by a soloist.

CHAIRMAN OF THE DAY—Mrs. Mary S. Sexton.

Please make reservations early at the Club Rooms—Kearny 3416.

MUSIC

The subject of the next dinner meeting brings o mind an incident that occurred some years ago n a town in New York. One of the churches had an organist who was blind. He was a thorough musician and one to whom the various kinds of music spoke and always found an attentive listener. One Sunday he shocked the sober-minded members of the congregation by playing a toccata, which as all musicians know is a rather free and brilliant style of composition. A good deal was said about it, and not long after the organist gave a recital at the church, which he prefaced by referring to the incident and closed his remarks by slightly paraphrasing the opening of Bryant's famous poem in this way:

'To him who in the love of Music holds
Communion with her beautiful forms, she speaks
A various language. For his gayer hours
She has a smile and eloquence of beauty.
And she glides into his darker musings with
A mild and gentle sympathy which steals
Away their sharpness ere he is aware.''

He added: ''And so we should cherish the livier compositions just as much as those which are f a quieter movement.'' He then proceeded to lay the much-discussed toccata, which the audience really enjoyed, once they permitted themselves o do so.

There is no one who really loves music but has ound the above description of what it can do to e a true one. No hour so gay but music adds to s gaiety; no hour so dark but music will lighten . It gives courage to the soldier, hope to the epressed, helps to lift the downtrodden, and gives y to all. The Salvation Army owes much of its success to music, and so do missions of all denominations. Musical instruments date back in Bible times. The harp and organ are mentioned, though they were doubtless very different from those with which we are familiar.

OUR THEATRE PARTY

Our theatre party has come and gone, and didn't we have a good time? Everybody seemed to enjoy it except perhaps the candy sellers. Their fun was over almost before it began. One of them, who had been commissioned to sell to the box holders, almost wept when she saw the last of the candy sold before her clients arrived.

The main point is that the party was a great success, and, to give credit where credit is due, a great tribute should be paid to Miss Ida M. Reed, who had the party in charge. Too much cannot be said of the way in which she handled the whole affair. At the head of a business which requires much time and thought for its successful management, she nevertheless gave unceasingly of her time and efforts to make this event a success. That she succeeded we all know; that much of the credit is due to her loyal and untiring captains is beyond question; but it was her hand on the helm that brought the ship into port. The Club appreciates all she put into this campaign and tenders her its deepest thanks.

Prizes were offered for the ones selling the largest number of tickets and were won as follows: First prize, Mrs. Estelle Walker; second prize, Miss Rose Brown; third prize, Mrs. D. R. Withers.

To Miss Winifred Kerr belongs the honor of being the first to volunteer to assist in the ticket sale.

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Except Saturdays

THAT LYRIC CONTEST

Only two weeks more in which to win the prize for the best and most singable Club lyric. So far as we know, there have as yet been very few entries. This is a good and unique way to earn $5.00 that some of us have pledged ourselves to raise. We know there are some members who have some poetic ability, and no doubt there are many more. Sharpen your pencils and get busy. Think how much the Club means to you, how much you really love it, and the inspiration will not be found lacking.

Speaking of lyrics, here is one by an unknown author that will appeal to many of us:

THE SONG OF THE GINGER JAR

Now, this is the song of the ginger jar,
That stands on our mantelpiece,
And in it all our riches are—
Good luck to them, may they increase!
All of our riches, and two brass pins,
And a pencil to keep the account;
For we figure it up when the week begins,
And duly apply each amount,
Saying—
"This for the gas man, and this for the rent,
And this for the man who brings ice;
For papers, each morning and evening two cents,
And so much for sugar and spice;
And this for the laundry and so much for me
To ride down each day on the car,
And so much for sundries, and now I can see
The bottom of our ginger jar."

Investment Advice for Women
FROM A WOMAN
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Investments
208 Mills Building Kearny 4567

AN EVENT

CLUB OUTING — SUNDAY, APRIL 18, at BLACK POINT.

SPECIAL WILD FLOWER RATE — $1.00 Round Trip Ticket.

All Club members are invited by Miss Belle McDonald and Mrs. M. E. Barr to go to Black Point for an outing on Sunday, April 18. The members are taking picnic lunches—the hostesses will serve coffee.

Take the 8:45 Sausalito boat, board the Sonoma and Glen Ellen train and get off at Black Point.

All members wishing to go should leave word at Club Rooms with Mrs. Burlingame, Kearny 3416, or with Miss Elias, 57 Sutter Street, Sutter 5420.

CLUB NOTES

By Caroline Bachich

Mrs. Jessie Scott shared her Easter with us and sent us a beautiful Dorothy Perkins rose plant.

Miss Isabel Banz has flooded the Club Rooms with calla lilies, huckleberry, stock and forget-me-nots.

Harriet McDonald sends greetings from Hollywood.

Mrs. Gertrude Wise's sister from China is visiting her.

Mrs. W. B. Hamilton attended the dinner meeting of April 6th and told us about the Committee of Five Thousand, giving a few high lights on the Volstead Act.

Mrs. Mae Barr has invited all of the Club members who wish to go, to her summer home at Black Point on Sunday, April 18th. This will be a real treat, as the writer was through Black Point the past week-end, and everything is beautiful now.

Two tables have been reserved for members for Daily Luncheons at the Post Street Cafeteria, 62 Post Street, and the first two luncheons were well attended.

Mrs. Estelle Walker has been entertaining Mrs. Benson, a friend from the East.

Mrs. Rose Mainprice has been ill and confined to her home since the fifth.

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THURSDAY NIGHT AT THE CLUB ROOMS

The "at home" gatherings in the Club Rooms last Thursday evening proved to be a very "homey" affair. The rooms sumptuously adorned with huge bunches of the season's choicest flowers proved a formidable rival to any game of cards, so all present gathered around the family table and visited while enjoying the beauty of the surroundings. Everyone entered into the spirit of the occasion and it would have been difficult to find a more entertaining group of members and mutual friends.

The Theatre Party—the last business meeting—what the Club will accomplish during the coming year — the Wild Flower Show — new plays — new books, etc., were among the many subjects of conversation and all lingered long after the "going home" time, reluctant to break up the party.

The end of this perfect evening proved a very profitable one for the Club. Miss Lord explained to the departing guests and members, the Club's "Earn Five Dollars for the benefit of the Club" scheme and invited all present to sign on the dotted line. As the dotted lines are being covered with the names of the "go-getters," all voted that the evening's pleasant hours were worthy of an early repetition and each member promised to be present at the next gathering.

CORNELIA FARRELL, Hostess.

THE SIAMESE TWINS FIT THEIR FEET

Did you see the San Francisco *Call* of March 29th? If you did, you probably saw the picture of Daisy and Violet Hilton, the famous Siamese twins, being fitted with a pair of the easiest shoes in the world—Dr. A. Reed Cushion Shoes—at the store of F. L. Heim & Son. The twins' feet have to be both comfortable and stylish and they evidently know the shoe which gives them both results.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

Young stenographer wishes position; has had no experience. I. F., care editor The Business Woman, 447 Sutter Street, San Francisco, or phone Walnut 3918.

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WHAT I'VE BEEN READING

"Appassionata": Miss Fanny Hurst in her new full-sized novel seems to be telling a long story in a short story manner, this time around a devoutly minded young woman, a radiantly beautiful creature named "You," undecided through 300-odd pages between a vocation and two beaux. The vocation wins. There are five or six exceedingly well-drawn characters in the book, as sharp and impressive in outline as silhouettes, the paralyzed old father, Regan with two households, "Mother" who fades into the color of the wall paper, the brother and sister. Fanny Hurst is doing some of the best fiction being written by young America, advancing notably in each book. "Stardust" to "Lummox" is a big step, but a bigger one will have been taken when she discards affectations of style for "straight" writing. Certainly it will be more enjoyable reading.

"Jericho Sands," a new story of English country life by the author of "Jane—Our Stranger," Mary Borden, is to me like a well-knitted sweater, no loose ends of wool, no dropped stitches, finished and smooth. Well done, American Mary Borden, married to an English army officer. One wonders how a person not born and bred in the atmosphere and tradition of "great" houses, English country houses, could so absorb it and make you feel it as she has. However, that is being an artist. I am glad I don't know any fanatics like "Simon" in my small circle of acquaintance. Are there many such in the world?

Strong reinforcements have appeared for the cause of the young person known as the flapper in her struggle against the older generation of fathers and mothers, who disapprove lipsticks, bare knees, no corsets and even the clean and sterile bob. She can refer them for arguments to the sprightly and vivacious "Diary of a Young Lady of Fashion," Miss Cleone Knox, twenty years old in 1764. Whether this is authentic biography or not doesn't really matter; if it is not, it is even more remarkable for achieving such a degree of plausibility, but as I am told the book publishers' catalogues list it under "Biography" instead of "Fiction," maybe it is genuine. But enjoyable! The bobbed haired will particularly enjoy the story of the lady whose hair dressed for three weeks or so was found to have a nest of mice in it. This ought to persuade even Miss Grunsky to hie herself to the nearest barber—I mean bobber. But why in the world didn't they wear wigs of two or three stories and remove them at night? And the description of this young spendthrift's clothes and the clothes of her friends! Oh, girls, such luscious dresses! I found the "Diary" delightfully entertaining, and so different.

A CASE OF LIFE AND DEATH OR ———?

The editor wishes to call the attention of Club members to an advertisement in another column headed, "You are expected to find a unique method headed, "You are expected to find an unique method to earn Five Dollars." Not only that, but she begs and implores them to patronize the advertisers. When the ad. was sent in, Miss Clements thoughtfully wrote at the bottom of the page, "If we don't get a lot of business, we'll make life miserable for you." Therefore, for the future peace and comfort of the editor, please consult the Vocational Experts.

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Phones: Office Kearny 4680
Residence Bayview 6875

VACATION

If you are planning a sea-going vacation you will find White Flyer line folders at the Club Rooms.

SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 APRIL 21, 1926 No. 16

Weekly Program

LUNCHEON

TIME—April 27, 1926, at 12:15 Sharp.

PLACE—Somerton Hotel, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Mr. Eugene G. McCann, Manager Personnel Department, Pacific Gas and Electric Company, San Francisco.

SUBJECT—"Man Power in Industry."

Through the department of which he is the head, Mr. McCann acts as counselor, guide, judge and friend to the 8,000 employees of the gas and electric company. His vital interest in personnel work and the splendid results he has achieved in the five years since the inception of the department make him especially well fitted to discuss the "human equation" in business.

CHAIRMAN OF THE DAY—Miss Clotilde Grunsky.

Please make reservations early at the Club Rooms—Kearny 3416.

WILD FLOWER SHOW

Spring and Wild Flowers; one belongs to the other, and we were very much pleased and delighted with the interest shown by our various members and their friends in our second annual Wild Flower Show.

The specimens came thick and fast and it was hard to say which was the prettiest and which the most varied. They ranged in counties from San Diego to Placer, and we might also say Alaska. Seventy-five different specimens were displayed and marked by Miss Weed. Some very fine ones were supplied by Mr. McLaren of Golden Gate Park.

Miss Rosetta Reynolds, although she has been ill for over a year, was very thoughtful and sent seven varieties of eucalyptus and many specimens of mint and other fragrant shrubs. Mrs. Mainprice arranged a lovely basket of flowers beneath the painting of Mt. Tamalpais, that carried out the color scheme of the picture.

Prizes were donated by Dr. Hamilton and Mrs. C. Gabriele. The prizes were awarded to Miss Caroline Bachich for the most varied variety of specimens of wild flowers, to Miss Rosetta Reynolds for the best variety of trees and shrubs, and to Dr. Susan Harris Hamilton for the best arranged bowl of flowers. Dr. Hamilton gave her prize, a blue vase, to the Club. We must not overlook our special mentions—Miss Grunsky for her drawings and Miss Mowder for her samples of Alaska wild flowers. Mrs. Brace, Mrs. LeFevre, Mrs. Ludwig and Miss Schlotzhauer are also honorably mentioned.

Both Wednesday and Thursday evenings were well attended, and we were glad to see so many strangers from "out-of-California."

The committee wants to graciously thank all those who helped make these evenings the big success they were. To Miss Larson, who played for us both evenings, and to Mrs. Shepard and Mrs. Larson, who sang for us. On Wednesday evening Mrs. Carrie Ganter Frame spoke of "A Trip through the Wild Flowers of Northern California," and Dr. Susan Harris Hamilton exhibited many kinds of pines, oaks and other California trees, and told us about their origin and where they grow. Thursday evening, Miss Katherine Chandler told us some of the little intimate lives of the wild flowers and the story she unfolded was indeed most interesting.

Our Show was in every way a success and once again We Thank You.

THE EVENTS COMMITTEE.

GETTING AT THE TRUTH

In a spirited and eloquent appeal to women generally today for open minds and friendly tongues, Mrs. William Palmer Lucas talked to a small group at the club luncheon on April 13th. Mrs. Ennis' dining room should have been filled to hear what Mrs. Lucas considers should be the attitude of the intelligent woman toward Russia today. She said: "It is almost impossible to get at the truth about Russia, but do not form your opinions from the headlines, or articles in the American press. Get source material wherever possible, in order to judge fairly." Mrs. Lucas considers Russia today the greatest experiment in government that has been made in the history of mankind, and suggests to those who are interested to read the three books of Professor Ross on Russia in Upheaval, Russia in Revolution and Soviet Russia.

ETHEL L. MAXWELL.

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny* 3416

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Treasurer .....Lydia Floan

Officers

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Vice-President.....Ida M. Reed
Secretary.....Estelle V. Walker
Treasurer .....Mabel Pinger
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Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

THE WOMEN'S CITY CLUB

April 12th and 13th of this year will surely be red letter dates in the annals of the accomplishments of San Francisco womanhood, for on Monday and Tuesday of last week the lovely new City Club, founded by the National League for Woman's Service, was opened to the public. While the club is of course most modern in equipment, artistic and beautiful in furnishings and a credit to the San Francisco architects who designed it and brought it to completion, it fairly radiates an atmosphere of delightful hospitality and "home feeling." A brief description of the various features of the club house cannot do justice to it: three floors of dainty, well-furnished bedrooms, 95 in all; on the fourth floor, high spots of beauty in the spacious lounge with its beautiful hand-carved fireplace, library, Hammon Memorial Window, American room and lovely garden court and fountain; the third floor with its truly marvelous kitchen, two large dining rooms and three smaller ones; on the ground floor the auditorium with the newest equipment of lighting and theater appointments, and a seating capacity of 700; and last but one of the most important features, the large plunge in the basement, with lockers, beauty salon and other features. Sincere and hearty congratulations to you, Mrs. Chapman and Miss Leale, in the realization of your splendid dream, a beautiful club house for a democratic organization of 6,000 women.

ETHEL L. MAXWELL.

Investment Advice for Women
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Miss Zimmerman helps Women to make money make money
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208 Mills Building Kearny 4567

STILL WANTED

Without more coaxing—please!

Sketches of your business careers. Or a little write-up on your line of work, leaving yourself out if need be.

Miss Elias has contributed the first of these articles, which appeared a few weeks ago.

A prize to the first person who mails me a sketch (Lillian, this means that you will have a prize, too).

Mail to

Alice M. Jones,
c/o Viavi Co., 636 Pine Street, San Francisco.

DRAMATIC SECTION

The next meeting will be on Tuesday, April 27, at 7:30 p. m. The play read will be "The Truth about Blayds," by A. A. Milne. Please bring books.

WILL IT BE THE WHITE HOUSE NEXT?

Some time ago we noted the fact that our well-known member, Gail Laughlin, was a candidate for Representative in Congress from Maine. Now we note that another member, Mrs. W. B. Hamilton, is a possibility for the same office from our own State. Will they ask us next to furnish a President?

"On a Diet"

"I'd like to see some shirts for my husband. Soft ones, please; the doctor has forbidden anything starchy."

ONE PRIVATE FOUND

A Civil War veteran had spent a week at a New York hotel. When he went to pay his bill, the clerk asked:

"What was your rank?"

"I was a private," was the reply.

"I won't charge you anything. You are the first private I have ever met."—*Exchange.*

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THAT BLACK POINT OUTING

Thanks, Lilian Elias—your first outing was great and a good time was had by all.

The hostesses distinguished themselves, whether to add to the enjoyment of those present or to obtain the sympathy of all, we do not know. At any rate, Mae Barr was walking around with a bad case of bronchitis, and to all urgings that she should go to bed and be comfortably ill, she replied she would not miss the fun for anything. Belle McDonald sprained her ankle in her effort to attract some of the attention from Mae Barr and succeeded in almost eclipsing her. When lunch was being eaten, Mae was walking around waiting upon us, while Belle had an individual table and lots of service. We'll leave it to you to judge between them—all we have to say is that they were perfect hostesses and were ably aided by Mrs. Osgood, Mae Barr's mother, and by Jack, the Club's mascot. Just as we were leaving, Estelle Walker was seen in an automobile with her party. Rumors had it she reported driving around the hills for hours in a vain effort to find the spot—we guess "they" didn't try very hard and were enjoying themselves in their own way.

Twenty-nine were present. Eating was the greatest indoor sport, while walking and baseball were the outdoor sports. Ida Reed's team succeeded in winning the baseball game by a large score from Belle Banz's team. Lydia Floan on Ida's team distinguished herself not only by being the fastest runner, but by quick head work in rescuing the batters who hesitated at the home base after striking the ball. Lydia took the batter firmly by the arm and ran her to the first base.

Plans were made then and there to "come again"—thus expressing supreme appreciation to Lilian Elias and the hostesses.

E. B. T.

SHE'D TELL HIM

It was the dear old lady's first ride in a taxi and she watched with flaring alarm as the driver continually put his hand outside the car as a signal to the traffic following. At last she became exasperated. "Young man," she said, "you look after that car of yours and watch where you're driving. I'll tell you when it starts raining."—*Comus.*

CLUB NOTES

By Caroline Bachich

Mrs. Mae Barr has been very busy with boards and paint, hammer and nails, and our "fireplace" looks more cosy than ever. Also with thumb-tack, needle and thread she has put a new back on our emblem.

We regret to state that Mrs. May F. Riley has been confined to her home several days with a sore throat.

BUSINESS WOMEN—

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Miss Eleanore Lambertson is suffering the unpleasantness attendant on vaccination.

We were glad to see Miss Carol Bradley at our last luncheon, and hope to see her more often.

Miss Elias has made a pretty tea towel for the Club Tea Service.

Mrs. Elizabeth Ennis, of the Somerton Hotel, has given us two books for the Club library.

While we are speaking of gifts, we must not overlook the very practical one made by Mrs. Brace. Two pretty baskets that were useless as flower holders, Mrs. Brace took away, had them fitted with metal containers, and they were among the prettiest things, as well as the most useful, that we had at the Flower Show.

Mid the rattle of hammer, the swish of paint brush and the fragrance of wild flowers, the Dramatic Section met last Tuesday and read "Miss Lulu Bett." The part of "Mrs. Bett" by Miss Burton was especially enjoyed.

How do you do, Ida Reed, how d'ye do?
You put the party over
And now we are in clover.
How-dy doodle, doodle doodle,
Doodle, do?

So sang the fifteen captains of the theatre party at a surprise dinner which they tendered to Ida Reed last Tuesday night at Lydia Johnson's apartment. I wish there was room to tell the whole story—Lydia Johnson and Mrs. Withers were the cooks; Winifred Kerr, Mrs. May Riley, Minnie Dumas, Gertrude Mowder and Mrs. Brace were the decorators. They presented Miss Reed with a very pretty casserole and a dozen roses. This is Mrs. Riley's idea of

IDA REED'S "HOORAY"

"H" is for happiness
There and here.
"Double O" means nothing,
My dears, to fear.
"R" stands for the rows of seats
We sold
"A" down to
"Y" Now my story's told.

THAT GRAND AND GLORIOUS FEELING!

How would you feel if, as chairman of the Theater Party, you had raised your good right hand and vowed "Never again" and coals of fire were heaped upon your head?

Just listen to all the nice things that have happened to me since that memorable night of April 5th.

First came the tremendously inspiring vote of thanks at the business meeting, then the bouquet of beautiful flowers at the meeting of April 13th, and last but certainly not least the surprise party given to me by my captains, headed by Lydia Johnson, aided and abetted by Ada H. Brace and attended by all those dear, hard-working helpers of mine.

This surprise party was some surprise party, believe me, and brought out a great deal of the clever talent of our clever workers and it inspired President Lord to realize she had such workers within her circle of asking.

Minnie Dumas confided to me that the captains had nicknamed me "Violet-Vi for short" because of my shrinking modesty. I wish the name fitted me to a T, but, alas, it doesn't. I am not inclined to forego the pleasure of having the whole world know what I achieve, when I achieve it.

But how in the world would there have been a success if Ida J. Lord had not attended to all the first details of selecting the play, purchasing the house, etc.?

How in the world would there have been a success had not the captains worked so hard and sold the tickets? How they sold so many I shall never understand, but sell them they did. It is all past and gone now and we are looking forward to the next event. Still I cannot help dwelling on this recent success of ours, for it has left a mighty sweet remembrance and THAT GRAND AND GLORIOUS FEELING is very much mine just now.

Thanks for the buggy ride.

IDA M. REED.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MAY 1, 1926 No. 17

Weekly Program

DINNER

TIME—May 4, 1926, at 6:15 P. M.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY

Please make reservations early at the Club Rooms—Kearny 3416.

CITY SPRING

From my high window looking down
I see that spring has come to town.
A gold brown man with dust grey feet
Sells flowers in our canyon street.
He is too small to have a face,
But flower colors leap through space
As splashes of forgotten things:
A garden where a fountain sings
Had marigolds as gay as these,
And pansies smiled beneath the trees.
The roses are as fiercely red
As when the first love-arrow sped
A million years or more ago.
I know the purple iris grow
Upon a cliff beside the sea
Where wide winged gulls float lazily;
As white the misty lilacs hung
When life and love and Pan were young.

Policemen come, all drab and tan,
And say, "Go 'way, old flower man."

—DJAN THE YOUNGER.

A BUSINESS WOMAN'S SPARE TIME

What shall she do with it? The utilitarian would say that she should use it to fit herself for a better position than she is now holding. Every magazine we pick up has both stories and advertisements of the achievements of those who have spent their spare time in that way.

And perhaps they are right. I will even go so far as to admit that within certain limits they are unquestionably right; but it is a great mistake to spend all one's spare time in that way.

Every bookkeeper knows that in order to strike a balance the debits and credits must be equal. If one spends all one's time in work and study there will be a decided lack of balance. The development will be one-sided.

In the book of Ecclesiastes, the Preacher says: "Be not righteous over much, neither make thyself over wise: why shouldest thou destroy thyself?" Which is by no means the least of the many wise sayings in that book.

I have known teachers who spent their vacations attending summer school; which, while it may have added to their store of knowledge, certainly did not increase their efficiency in imparting it.

My idea of the proper way for a business woman to spend her spare time is that she should employ it in doing something as different as possible from her daily tasks. If her work requires muscular exertion, let her spend her evenings in some restful way. If her work is mostly mental, she should put her brain to rest early in the evening and use her muscles. Let her join a dancing class (our Club has an excellent one; for particulars, see Mrs. Pinger), learn to swim, or something of that sort. If for any reason muscular diversion is not feasible, then spend your evening as differently as possible from the way in which your days are occupied. Study (if you must study) music, join a singing class (Our Club used to have one. What has become of it?), study botany (I think we all felt like starting that study when we were listening to Miss Chandler the other evening), or something in no way related to your daily tasks.

In this way we will have in the evenings a complete change of thought. Brain cells will be called into activity that otherwise might atrophy from lack of use. We will find ourselves much more ready each day for our work, and besides we will be the richer for having new interests. Try it, if you haven't already done so.

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Finance.....Rose Mainprice
House.....Mrs. M. E. Barr
Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception.....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

CLUB NOTES

By Caroline Bachich

Miss Belle McDonald is confined to her home at 818 Forty-third Avenue with a broken ankle. She thought she sprained her ankle on the picnic at Black Point, but upon having an X-ray taken it was found the bone was broken and the ligaments torn. She will be glad to have any of the members call on her who can find time to do so.

Mrs. Mae Barr has recovered from an attack of the "flu" and is now able to be around again.

Miss Rena Lawrence is now located in Palo Alto, where she has accepted a position.

Miss Rosetta Reynolds has again remembered us with a large bunch of Climbing American Beauty and Cecil Brenner roses.

Do not forget our Round Table Luncheons every day at the Post Street Cafeteria.

Miss Agnes Duffy has returned to her home from the hospital, but will not be able to go out for several weeks.

Another "Redskin" bit the dust! Guess who has her hair bobbed?

I think all our members are "stay-at-homes"; they do not even go out on week-ends; anyway, they never tell me about it, so I can tell everybody else. Please come and confide in me.

A quiet neighborhood to live in—just inside your income.—*The Recorder.*

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Does Your Money Work For You?
Miss Zimmerman helps Women to make money make money
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208 Mills Building Kearny 4567

HERE AND THERE

Have you seen the rhododendrons in Golden Gate Park? They are in bloom now and at the height of their glory.

Did you notice the handsome candles in the Club Room? They were presented by one of our Belles. We won't say which one, for she is very modest and won't permit us to tell, which is why we are giving only half of her name.

In another column you have probably read and enjoyed a poem, the writer of which signs herself, "Djan the Younger." If you want to know who this pleasing writer is, ask Janice Waterman. She is one of our new members and one you will all enjoy knowing.

Don't fail to see the exhibition of the San Francisco Society of Women Artists, which is now being held at the Don Lee Van Ness Avenue Galleries. It is open daily from 10 to 5, but it will be open in the evenings of May 1 and 8.

If you have a friend who is interested in our Club, but for some reason is ineligible to membership, it might not be a bad idea to present such an one with a year's subscription to The Business Woman. The larger circulation we have, the more valuable we become as an advertising medium.

Speaking of advertisements, we would like to call your attention to the fact that Zanon, 233 Post Street, is telling us in another column that she designs and makes smart gowns for smart women. Give her a trial, and be sure to tell her that you saw her ad. in The Business Woman.

Of course, if you are going to have a new dress, you will need first to get a new corset. The Goodwin Corset Shop is only two blocks further up Post Street, and so you can kill two birds with one stone.

Also, a new dress demands new shoes to go with it, and it isn't far to the store of F. L. Heim & Son, whose fine shoes will finish your costume nicely.

All this takes money? No matter. You probably all have accounts in the Bank of Italy. If

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not, you should have. It is the only bank that caters specially to women, and as such should have our patronage.

Next week we are going to suggest the next step.

THE DINNER OF APRIL 20

"There is unwritten music. The world is full of it. I hear it every hour that I wake. There is no sound of simple nature that is not music. It is all God's work, and so harmony.

"The low winds of summer blow over the waterfalls and the brooks, and bring their voices to your ear, as if their sweetness were linked by an accurate finger; yet the wind is but a fitful player; and you may go out when the tempest is up, and hear the strong trees moaning as they lean before it, and the long grass hissing as it sweeps through, and its own solemn monotony over all; and the dimple of that same brook, and the waterfall's unaltered bass shall still reach you, in the intervals of its power, as much in harmony as before, and as much a part of its perfect and perpetual hymn."

The foregoing paragraphs, written by N. P. Willis, were brought forcibly to my mind when listening to Mrs. Le Roy's most interesting discourse at our last dinner. She brought out the same thought, and it is a most beautiful one. She carried it a step further by calling attention to the music of the artificial world as well as in that of nature: the music of a footstep; in the clang of street-car gong; the rumble of a truck; even in the roar of a motorcycle. I think that hereafter, instead of grumbling about "those awful noises," we shall all listen for their music.

Mrs. Le Roy also brought us the encouraging news that, although many of us have a firm belief to the contrary, nevertheless we *can* all sing. She said that singing is merely a matter of proper breathing. We can all breathe—it only remains for us to do it properly. She gave us an idea of the right way to breathe, and I fancy that many of us have been practicing it ever since.

Mrs. Le Roy's talk was listened to with close attention, and we are looking forward to the next one of this series with deep interest.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

Stenographer capable of handling correspondence desires position. Experience in insurance business. Address M. H., 130 Scenic Avenue, San Anselmo, Calif. Phone San Anselmo 2802-R.

Business woman, executive experience, capable of handling office and meeting public, would like position with opportunity for advancement. Would do stenographic or private secretarial work. Immediate salary no particular object. Would consider going into business, or becoming a partner in a good proposition. Address H. G., care The Business Woman. Phone Glencourt 3754.

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THE FAB PRIZE

It gives us great pleasure to announce, what those who attended the last dinner meeting already know, that we won the third prize ($10.00) in the FAB Contest. Great credit is due to the managers of the campaign for the work which they did. Miss Mae Cummings had charge in the beginning and she started us off with a bang. Afterward circumstances arose which made it impossible for her to continue, and Mrs. Ethel Woodruff took her place. Both managers have given a great deal of time and effort to the work, and we heartily congratulate them on their success. The prize-winning score is as follows:

First prize—$25.00; Pasadena, 251 boxes.
Second prize—$15.00; Santa Ana, 97 boxes.
Third prize—$10.00; San Francisco, 72 boxes.

HOPS

(The following article, contributed by Miss Banz, tells us in a very interesting way about the staple dealt in by the firm with which she is connected.—EDITOR'S NOTE.)

Very few people outside of the districts in which hops are grown, are familiar with their cultivation.

The growth is from roots which are perennial. The early part of each year the ground is plowed and then the roots are pruned, throwing off what are called shoots; these are cut and often replanted in other hop yards where roots must be replaced on account of either dry rot or disease.

After pruning is through, either cotton or hemp twine is tied to a wire trellis, which latter is permanent and about 16 to 18 feet high. The vines are trained and entwine around the string and about the latter part of May reach the top of the wires. With the warmer weather, they burr out, which is the bloom or hop.

During August/September, according to the district in which grown, hops are picked by hand. There is a machine for picking hops, but the cost is too high for the small grower.

Pickers are paid by the pound, about $1.25 per hundred, and an expert at it can make about $5.00 per day. Many families spend their vacations picking hops and earn from $12 to $20 per day.

The hop vines are pulled down and the hops are packed into baskets holding about 30 pounds, and then dumped into large sacks. The wagon and scale man come along, weigh them and take them to the kiln to be dried. These kilns hold about 6,000 to 8,000 pounds of green hops, and the hops are dried with 160 degree heat—going through a sulphur process (about 3½ pounds of green hops make 1 pound of dry hops). After about ten to twelve hours, these are thoroughly dried and then taken in a small hand car over to an adjoining building, known as the cooler, where the hops are left in bulk for about four days until they go through a sweat. They are then put in bales with a heavy burlap covering, weighing about 185 to 210 pounds gross, and are ready for the market.

There is scarcely any use for hops outside of the making of beer, with little or no trading in the United States on account of prohibition, therefore the production is mainly exported.

ISABELLE E. BANZ.

"What's all dat noise gwine on ovah at yo' house last night?"

"Dat? Why dat was nothin'; only the gen'man from the furniture store collecting his easy payments."—*Skirmisher.*

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MAY 8, 1926 No. 18

Weekly Program

B&P W.C.

LUNCHEON

TIME—May 11, 1926, at 12:15 Sharp.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—MISS Z. CLEMENTS.

SUBJECT—The Business Woman in the Making.

CHAIRMAN OF THE DAY—Miss Oristella Taber.

Please make reservations early at the Club Rooms—Kearny 3416.

YOUTH

Where are you going, Youth—
Youth, with your confidence and zest,
Your laughter and your dancing,
Your seeking for new paths?
Will you reach the goal of achievement,
Or will Time find you lingering by the wayside,
Criticizing the next generation?

—ANNIE LITTLE BARRY in *Federation News.*

CAREER OF MRS. EDWARD DEXTER KNIGHT

Speaking of careers — my chief, Mrs. Edward Dexter Knight, is one of the few women I have contacted in a fairly lengthy business experience who have achieved marked success in "The Three Kingdoms"—Home, Family and Business Career.

Mrs. Knight spent a few years in business before her marriage. Later, her home well organized and two daughters growing up, she diverted her surplus energy into the channels of civic and club work. For a number of years she has been a recognized leader among women in clubdom in California and is a past president of the California Federation of Women's Clubs. During war and post-war activities she directed the efforts of the women's groups in the Liberty Loan and War Savings campaigns.

In 1921, Mrs. Knight planned and organized for the Bank of Italy the first Women's Banking Department on the West Coast. Under her direction, this department has had a steady, healthy growth and is now a sizable women's bank with a clientele of about twelve thousand women and deposits of approximately four million dollars.

During this same period she was largely instrumental in developing the dream of the San Francisco Women's Building Association — the ideal Women's Club project — the building now under way at Sutter and Mason Streets.

A well-rounded life; an inspiration to all women, say I, who have the privilege of working at her right hand.

MARGARET DAILEY.

OUR LUNCHEONS

We wonder if our members realize what very enjoyable occasions our luncheons are. Some of the best speakers are heard at the luncheons because in many instances they are not available for dinners. If your luncheon time is limited to an hour, that need not deter you. The meetings now adjourn at 1:15 precisely, even though we may get a late start.

You will notice by the program printed on the first page that the speaker at the next luncheon is to be Miss Z. Clements, one of our own members. We know that what she will have to say will be well worth hearing. Her subject, "The Business Woman in the Making," is one with which she is thoroughly conversant, both from personal experience and from a wide field of observation. Make your reservations early and give her a full house.

HERE AND THERE

Have you planned your vacation yet? If you can take it as late as September, why not arrange to go to the State Federation convention at Hollywood?

The Business and Professional Women's Clubs of San Mateo and Burlingame gave a joint entertainment Wednesday evening, April 28. An interesting program was given, the chief speaker being Ninon, fashion editor of the San Francisco *Chron-*

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny 3416*

Subscription rate.....$1.00 per year
Single copies..... .05

Club meetings are held every Tuesday. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on other Tuesdays, alternating with a luncheon or dinner as per notice. When a fifth Tuesday occurs, a dinner is held.

Editor .....Oristella Taber
Contributing Editors.....Inez J. DuGuid, Ethel L. Maxwell
Contact Editor.....Alice M. Jones
Club Reporter.....Caroline Bachich
Treasurer .....Lydia Floan
Advertising.....Celia A. O'Brien

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House.....Mrs. M. E. Barr
Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

icle. After the program, ice cream, cake and coffee were served.

You must have noticed the bit of free verse on our first page from the pen of Annie Little Barry. There is a good deal of literary ability among our membership, both poetic and otherwise, but many of its possessors are shy about letting it become generally known.

Last week we gave our readers suggestions in regard to the best method of procedure in properly clothing themselves. The next step would be to see that they are well groomed. There we are able to advise them so as to suit the convenience of all. Aubrey & Carlson are at 166 Geary Street, the Van Ess Hair Shop is at 177 Post Street, and Anita Harris Ludwig is at 391 Sutter Street. Good operators at each place. You are sure to be pleased with the work of any of them.

Being now properly dressed and well groomed, you no doubt feel that the world is yours and that you would like to make an investment. We have two kinds to offer you. One is in the way of stocks, bonds and things of that nature. Let Miss Zimmerman of the Pearsons-Taft Company put your money to work for you. The other way is real estate. Coldwell, Cornwall & Banker, whose advertisement we carried until very recently, always have attractive things in that line; and Grace Perego at 159 Sutter Street has told us of her bargains in Sunset real estate.

Don't forget Mothers' Day. The Francis Floral Co., 437 Powell Street, have special wonder boxes for that particular purpose. If your own mother is no longer with you, it is a very lovely thing to remember some mother whose daughter has gone on before.

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HAPPY RETURNS, M. M. M.

Through the connivance of Miss Jessica Briggs, a surprise party was given our much loved Margaret Mary Morgan by some of her friends, last Saturday night.

The occasion was her birthday, and to use her own words, she was "dished." Between you and me and the gate post, the word "dished" was a sudden inspiration, as her wits were more or less suspended through finding so many friends around her fireside when she arrived home from a ride with Mrs. Lapachet. However, Margaret Mary is never at a loss for long and while she gazed at the dishes presented to her by Zulu Clements in behalf of the bunch, her eyes lighted up and the word naturally tripped off the end of her tongue. It fitted, of course. Doesn't M. M. always grace every occasion with her ready wit? There were many other gifts, a pair of them necessitating the skirt dance.

Lillian M. Hall sent a cake by Western Union and it created a lot of oh's and ah's, but we notice it was still on the sideboard when we left. Among other things was a ring of marvelous beauty presented by Mr. Woolworth, himself, I hear.

Refreshments galore, fun and nonsense filled every guest and moment and a wonderful time was had by all.

Birthdays are to become the quarterly habit of Margaret Mary, we were told, and we surely shall enjoy them if they bring as much good feeling and fun as we had last Saturday night.

IDA M. REED.

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THE LUNCHEON OF APRIL 27

Any Club member who was not present at this luncheon was deprived of a great treat.

To begin with, Miss Grunsky was Chairman of the Day, which is equivalent to saying that the program was well launched. She had the temerity to tell what in the beginning sounded like an anti-prohibition story, regardless of what might be the views of her audience, and the dry members present held their breath in fear of the outcome; however, like most of her stories, the ending pleased everybody.

The speaker, Mr. Eugene G. McCann, Manager of the Personnel Department of the Pacific Gas and Electric Company, took for his subject, "Man Power in Industry." It has rather a formidable sound, but it turned out to be not at all so. He gave us something of an insight into the methods of his company in their dealings with those who work with them, and showed how it is possible for even a large corporation to maintain a comparatively intimate relation with its many employees; and as he talked we came to understand somewhat the reason for the loyalty to their company that is such a prominent characteristic of all members of the Pacific Gas and Electric Company's personnel.

Mr. McCann closed his talk with a beautiful tribute to the late John A. Brittain.

THURSDAY NIGHT AT THE CLUB ROOMS

Thursday evening, April 29, I was "hostess-ing" when in came Miss Ida Reed, carrying a mysterious package. She said in an awed whisper, "I want a table." Far be it from me to ask why. So I led the lady forth to the "refectory" table at the end of the room. Imagine our astonishment when Miss Reed undid the mystery, producing a bandana kerchief, which she draped around her—a placard which proclaimed: "Consult Ida the Oracle. Past, Present and Future all for 25c." A tray for the anticipated quarters and a pack of cards—and she was on her way toward $5.00. In other words, Miss Reed told fortunes and they were very witty and true and entertaining. We quite forgot cards. That was the "piece de resistance" Thursday evening, April 29. Miss Reed announces she will continue fortunes next Thursday evening.

Our good member, Mrs. Isabelle Upham Hirsh, was in. She is a student of numerology and will read names and their significance, Thursday, May 6.

We had a most enjoyable evening between general conversation and fortunes.

Several brought friends. One of the guests was sufficiently impressed by the rooms and the ideals of the club to sign an application for membership.

MAY F. RILEY.

DRAMATIC SECTION

Will read Shaw's Pygmalion May 11th at the Club rooms, 7:30 P. M.

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CLUB NOTES

By Caroline Bachich

We are glad to report that Mrs. Terese Forman is back at her office after a short illness.

Miss Carolyn Nelson has taken a six months' leave of absence beginning June 1st, and is planning an extensive trip through Europe.

Miss Z. Clements and Mrs. Harriet Tyler attended the quarterly meeting of the Board of Directors of the California State Federation of Business and Professional Women's Clubs at Fresno last week.

Mrs. Florence M. Cromwell, who has been at Del Monte Lodge for some time, is now managing housekeeper of the Hotel Turpin. She sends greetings and a cordial welcome to all her friends.

Miss M. Dumas brightened the Club rooms with a basket of roses and marigolds one day last week. We have been the recipient of similar favors from Miss Dumas ever since she became a member.

A BOOK REVIEW OF "GENTLEMEN PREFER BLONDES"

By Anita Loos

GENTLEMEN PREFER BLONDES (*gentlemen* is the word of the refined young author who has been in the *cinema*) is sub-captioned "The Illuminating Diary of a Professional Lady," and the contents of the diary justify its title. The heroine is the queen of moronia and her subjects are all who come within reach of her gold-digging white little hands and her baby stare and unspoiled sweetness. She is an authoress only incidentally while being educated in the Ritz Hotels of the world. Several gentlemen interest themselves in her education. She rides rapidly, not to a fall.

She is so slick and so unsubtle, so complacent and so successful, and the method by which her "education" progresses from Little Rock, Arkansas, to the Ritz in Paris, is subtle and unemphasized. Alas, the technic shows more insight than a literary moron could achieve.

The book is funny—it is a scream—it is almost slapstick; as for example when the lady has her debut—or when the Tower of London turns out to be not as tall as the Hickox Building in Little Rock—or when, if you turn your back on a monument they have in the middle of the Place Vendome, and look up, you can see none other than Coty's sign!

The edge and satire of the book, though, remove it from the slapstick shelf.

Perhaps the high note comes in the Ritz at Paris when the impressions of our heroine are recorded as follows:

"Paris is devine; and the Ritz Hotel is devine. I mean when a girl can sit there and look at the Dolly sisters and Pearl White and Maybelle Gilman Corey, and Mrs. Nash, it is beyond words. Because when a girl looks at Mrs. Nash and realizes what Mrs. Nash has got out of gentlemen, it really makes a girl hold her breath."

America may not be unique in enthroning the baby stare and the blonde prettiness which encases this gold digger, past master of the art of shopping and gold digging, but I think we set the fashion. But Lorelei's conquests do not stop in America.

Let us have hope. This satire has gone through edition after edition and the end is not yet. There are then numerous readers for whom a satire on moronia has savor.

Harriet Tyler.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MAY 15, 1926 No. 19

Weekly Program

DINNER

TIME—May 18, 1926, at 6:15.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—Sigismund Blumann, Editor of *Camera Craft*.

SUBJECT—The Cultural Value of Photography.

Including an exhibition of the best examples of Pictorial Photography—not lantern slides, but the original prints.

CHAIRMAN OF THE DAY—Miss Ida M. Reed.

Please make reservations early at the Club Rooms—Kearny 3416.

ALCHEMY

(Miss Waterman's poem, "City Spring," which we published two weeks ago, has inspired another of our members to sing in a similar vein.—Editor's note.)

The flower man comes up the steep
Out of the dim of canyon street,
His sing-song plaint recalls to me
Temple bells, sails on a jade sea.

Iris and roses have I bought.
Faint fragrances. They change by thought
To amethyst and ruby rare;
Spice from caravans waft in air.

Flowers on my desk in the sun.
Brilliance in commercial hum.
Facts and figures tire less today,
Just because of blossoms in May.

Don't go 'way, Orient man;
Bring more flowers, soon as you can.

MAY S. RILEY.

WOMAN'S MAGAZINES

Did your mother take *Godey's Ladies' Book?* Mine did, and what a different thing it was from the woman's magazine of today. Its contents consisted of stories with more or less of a love interest, but all of a highly innocuous nature, wonderfully illustrated fashion articles, much intricate fancy work, and not much else, if my memory serves me correctly.

On the first page of a woman's magazine which has just reached me I find the offer of "a cash prize of $5,000 to the American woman who has made the greatest contribution toward civilization in the year just passed."

It then goes on to say that for the year 1923 the prize was awarded to Mrs. Edward McDowell for her establishment of a colony for the creative artist; and for the year 1924 the prize was awarded to Mrs. Cora Wilson Stewart "for her remarkable work to wipe out illiteracy in the United States."

This could hardly have happened fifty years ago. To be sure, women did make "contributions toward civilization" even then, but it was not expected—not taken for granted that of course some woman every year would do something particularly worth while in that line. Harriet Beecher Stowe made a wonderful contribution toward civilization—perhaps the greatest ever made by a woman up to that time—when she wrote "Uncle Tom's Cabin," but that was not equaled every year nor every decade, and no woman's magazine gave her a prize for her achievement.

On the next page is an article devoted to a Spanish singer—Raquel Miller—whom it hails as genius and mystic, and an excellent business woman withal, judging from the account given of her contract with whomever it is that is bringing her to America—$6,000 a week and transportation.

But perhaps after all the greatest difference is in the fiction. The first story in the modern magazine referred to is called a story of success, and further states that it is of a girl who sacrificed everything for independence. In those old bound volumes of Godey's the heroine never worked unless through some dire misfortune she was obliged to do so, and one almost wept at the sweetly patient way in which she went about her task—always in the end being "rescued" by the handsome and wealthy hero. The woman of fiction in those days never sacrificed anything for independence — in fact, voluntary independence was not considered quite nice.

In short, the woman's magazine in its evolution has kept pace with the evolution of woman. Saying that, we have said all.

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San Francisco *Telephone, Kearny* 3416

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THURSDAY NIGHT AT THE CLUB ROOMS

Everyone contributed toward making Thursday, May 6, a most delightful At Home evening. To me, it seemed the good-fellowship spirit of the Club was exemplified in high degree.

Mrs. Isabelle Upham Hirsh gave a most illuminating talk on numerology and how this science may be employed in the direction of our lives. Many had their names interpreted. Mrs. Hirsh is well versed in her subject, and I hope she will speak to us soon again.

Miss Ida Reed upheld her reputation for disclosing the future. Her potent fortune cards were in great demand.

Miss Baker did herself proud — coaching two games at the same time.

One corner held a mysterious two-some. It proved to be Miss Lord and Miss Clements aiming for the Club checker championship.

A happy development of these evenings is that we are meeting members who have been strangers for some time, at Club occasions. It is so good to meet our members and have a little chat with them!

Tea was served, the Club's poet laureate (Miss Janice Waterman) assisting me.

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Those who were not present at last business meeting will be interested in the plans of the Hostess Committee. The individual members of this committee have taken definite assignments, carrying out their own ideas over a month's time. This will bring individuality to our evenings, and a varied entertainment. Miss Lambertson and Mrs. Bruhn will be joint hostesses during the remaining Thursdays in May.

MAY S. RILEY.

HERE AND THERE

Keep in mind the State Convention at Hollywood on September 2, 3, and 4. Are you going?

We recently called the attention of our members to the wonderful display of rhododendrons at Golden Gate Park. Did you know that it is the finest collection in the world? We are so informed.

We learned from the *Spokeswoman* that the San Jose Club at its dinner May 10 paid special honor to mothers. Each member was expected to bring her own mother or a borrowed one.

The Business and Professional Women's Club of Merced is one of the most energetic and active organizations in the valleys, including in its personnel very efficient material. It promotes the interests of the professional, industrial and business world, developing a united, thinking group for service, and encourages community interest by belonging to the County Chamber of Commerce.

The club meets twice a month, and as often as available some good speaker is secured, the best of music is enjoyed, and, when permissible, one of the clubs from a neighboring city is entertained. Although absolutely a business organization, the members have time to extend the hand of charity. Comforters for destitute families, scrap-books for the children in the Tubercular Hospital at Ahwahnee, Merced County, and the outfitting of thirty children of Merced with stockings and underwear are credited to their efforts.—*Federation News.*

Miss Mae G. Cummings has sent in the following clipping: "Mary E. Dillon entered the employ of the Brooklyn Borough Gas Company twenty-three

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years ago, starting as an 'office boy.' Now she is president of the $5,000,000 concern, bosses 500 men and supplies 40,000 consumers." A picture accompanied the clipping, in which Miss Dillon was shown turning on one of the big gas valves.

Miss Cummings said that the clipping was sent to her by Mr. F. H. Ames, a former president of her company (The National Ice Cream Company), who has always been interested in the advancement of women in business; and so she passed it on to us that we might spread the news.

Speaking of ice cream reminds us of eating in general; and so we would like to call the attention of our readers to the two places advertised in our columns where excellent luncheons may be obtained: The Bib and Tucker at 334 Sutter Street, and the Post Street Cafeteria at 62 Post Street. In different neighborhoods, so one or the other is pretty sure to suit your convenience.

Have you planned your vacation? Why not take a sea trip by the White Flyer Line? Mrs. Burlingame will give you a folder that will tell you all about it.

While you are away is a good time to have your furs cleaned and put in order for next winter. Schuneman, at 166 Geary Street, who advertised with us until quite recently, will do the work very nicely for you. His price will suit you, too.

We would call your attention to the "Mother Goose Pursery Rhymes" which the Bank of Italy is featuring. They contain both truth and poetry and are well worth reading.

PAGEANT OF PROGRESS

In 1895: "Look, there's a motor car!"
In 1925: "Look, there's a horse!"
In 1955: "Look, there's a pedestrian!"
—*Tax.*

BOOKKEEPER WANTED

A bookkeeper to do relief work for three months during vacation period beginning June 1st. Apply Miss Elias, c/o Coldwell, Cornwall & Banker, 57 Sutter Street.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

Bookkeeper and typist, 3 years' experience retail dry goods, desires position as assistant bookkeeper, filing, typing and general office work. Thorough knowledge of Italian. Phone Prospect 419.

Young lady having three years' experience as number stenographer desires position as stenographer or doing secretarial work. Have also had three years' experience in office of wholesale grocery concern doing cashier and stenographic work. Can furnish references. Address E. H., 2312 Durant Avenue, Berkeley, Calif. Phone Berkeley 2597.

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CLUB NOTES

By Caroline Bachich

Miss Ida J. Lord was a guest of the Advertising Club on Woman's Day last week.

Miss Clotilde Grunsky and a party of friends spent the week end in Lake County.

Miss Lillian Elias spent the week end visiting friends in Larkspur.

Miss Lydia Floan took part in the program of music and dancing by the class of Mrs. Mary Stehley Close at the California Woman's Club last Tuesday.

Dr. Susan Harris Hamilton went last Saturday afternoon to Modesto to attend a meeting of the Sacramento Valley Osteopathic Association. The following day she visited the Dom Pedro Dam.

OUR NEXT OUTING

Through the courtesy of Miss Livermore, we are invited to spend a day with her at San Anselmo. Sunday, May 23, is the day chosen for the party, and the time of departure from San Francisco is 10:45.

We are not going to say very much about it, only that we are all assured a good time. Those who wish to go will kindly send or phone their names to Mrs. Burlingame at the Club rooms so that Miss Livermore will know how many cups of coffee to make. Bring your luncheon and also a cup for the coffee.

The Events Committee.

AT HOME—THURSDAY EVENING

The Membership Committee extends a special invitation to all new members to be present at the Club rooms, Thursday evening, May 20.

Thursday evening, May 27, the Gymnasium Class will entertain and will also teach some of their simpler "stunts" to any who care to learn. Loose clothing and flat-heeled shoes will be found advisable for this purpose. Also the skirts, if any, should not be too narrow.

Come and see what charming hostesses Miss Lambertson and Mrs. Bruhn make.

OUR ROSTER

The Business and Professional Women's Club of San Francisco has just issued a year book of some sixty-six pages, which can well be termed an achievement. It is beautifully illustrated and artistically prepared. . . . Such a book is an advertisement of the ability and enterprise of the San Francisco Club and is of decided value to its membership.—*Business Women's News.*

THE COMING DINNER

The program for the dinner of May 18 will be one of exceptional interest. The speaker, Mr. Sigismund Blumann, is, as you have already learned from the official program, the editor of *Camera Craft.* Those of us who regularly read that very interesting magazine know that he is also a poet, an artist, and remarkably well qualified to speak on the cultural value of his favorite study.

Perhaps you do not care to take pictures—it is more than likely that you enjoy studying photographs, and Mr. Blumann will tell you how to get much more from a picture than merely enjoy a beautiful scene.

Don't miss this dinner. You will be sure to regret it if you do.

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tea from 3 to 5
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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MAY 22, 1926 No. 20

Weekly B&P WC *Program*

LUNCHEON

TIME—May 25, 1926, at 12:15 Sharp.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Miss Alice Barrows, Chief Supervisor of Public Dance Halls.

SUBJECT—On Tiptoe.

CHAIRMAN OF THE DAY—Mrs. Mable Pinger.

Please make reservations early at the Club Rooms—Kearny 3416.

IDLE THOUGHTS OF A BUSINESS WOMAN

Occasionally a child's mind will seize with a wicked delight upon some odd fragment floating about on the sea of useful and useless information presented to it—and will save and treasure this bit of driftwood long after more worthy things have been swept away. Such in our case was the chance and sudden understanding of what was meant by the fact that a whale was actually a member of the mammalian group and not a fish, with a fish's feeding habits and family life. All during childhood we treasured the picture of the whale suckling her young, guiding its young wanderings, teaching it to meet the hard vicissitudes of life. But there is one difficulty which puzzled us—it still does. How does the infant whale, crying for its natural sustenance, escape a dilution of its food with sea water to an extent which would bring it below the requirements of the pure food law as to butter fats?

More recently, this field of contemplation has taken a more practical form. The whale is the largest of living mammals—are we not overlooking the fact from a commercial standpoint? It would take but a small herd of the creatures, once domesticated, to supply the needs of an entire city. Seaports alone, of course, could take advantage of this resource, but here it would be a simple matter to make use of idle ferry slips during the slack hours of traffic as milking stalls. Practical milking machines could be readily devised and a pipeline system serve the needs of the entire community. Once thoroughly tamed, the leviathans might be taught to line up during rush hours and serve as a pontoon bridge for the service of commuters. In fact, there is no end to the possibilities opened up. One insuperable difficulty alone presents itself. What could be done about inshore traffic during the fly season, when the whales would be so likely to switch their tails?

CLOTILDE GRUNSKY.

MRS. CLOSE AND HER PUPILS ENTERTAIN

Tuesday evening, May 11, the pupils of Mrs. Mary Stehley Close gave a very interesting program at the rooms of the California Women's Club. Many of our Club members were present, and it made those of us who had sidestepped the Club dancing class regret that we had done so; and those who belong to it had wonderful visions of future accomplishment.

The program, which consisted of fifteen numbers exclusive of the music, included Hungarian, Dutch, Spanish, Russian, English and other dances, among them the beautiful Pavlowa Gavotte; and when we say that the pupils performed their parts with credit both to themselves and their teacher, we state the fact very mildly. The dances were beauiful, were appropriately costumed and well executed.

The instructor, Mrs. Mary Stehley Close, is one of our members and is at the head of her profession. She has taught our Club dancing class for several years past, and as we were enjoying the entertainment the other evening we wondered why our class had not been larger. Unlike many of the things that are "good for one," this work is artistic and tends to grace of body and physical harmony. We prophesy that when Mrs. Close comes back to us she will be greeted by a larger class than any she has had heretofore. She certainly should be, for as a teacher she is a positive inspiration.

It gave us pleasure to see our Miss Floan among

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the performers, the only one of our Club class who has taken the advanced work.

The accompanist was Miss Oatman, who serves the class in that capacity; and in the California Trio was Miss Cotton, who taught our Glee Club during its all too short existence. In addition to playing the 'cello in the Trio, Miss Cotton sang Grieg's beautiful "Solvejg Lied" and other songs.

THE LUNCHEON OF MAY 11

One of our most enjoyable luncheons was that of May 11th. All knew that Miss Z. Clements was to be the speaker; that she was going to tell about "The Business Woman in the Making," and an unusual number came out to hear her do it. She did not disappoint us. She told us about her own evolution as a business woman, and a most interesting tale it was. She made us know her as we never had done before. It cannot be said of her that she is what circumstances have made her; she made her circumstances. I think we all came away with an even higher regard for her and her accomplishments than we had before.

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HERE AND THERE

As we go to press we learn that Miss Beth MacDonald, President of the Berkeley Club, is to address the Burlingame Club, taking for her subject, "Club Spirit." Those of us who have been privileged to come in contact with Miss MacDonald know how well qualified she is to speak on that subject.

September 2, 3 and 4 are the dates of the State Federation meeting at Hollywood. You can make the trip by land or by sea, and you are guaranteed a most enjoyable time when you get tnere.

The Business and Professional Women's Club of Batavia, N. Y., staged something rather unique in the way of an entertainment recently—nothing less than a boxing match between two of their members, attired for the occasion in what the *Daily News* of that town describes as "natty one-piece bathing suits." They had got nicely going when the performance was interrupted by policemen, who inquired if they had a permit to hold such an exhibition. They were obliged to admit that they had not, and the policemen (there were three of them) suggested that they call on the judge and explain matters, which they consented to do. Much indignation was expressed by the club members and their friends, but it afterward transpired that "the whole affair was a stunt for the entertainment of the club. The promoters had fixed it up with the police to raid the fight, which was also a burlesque," according to the Batavia *Daily News.*

This week we want to call your attention particularly to places to live. If you are looking for a place in the country, why not call up Douglas 8485 and find out about that sunny apartment in Mill Valley, and in the woods at that. Sounds wonderfully attractive.

If you are looking for a place in the city where you can keep house comfortably, efficiently and at not too great expense, it would be well worth your while to look at the rooms at 954 Ashbury Street. Read the advertisement. There can't be much lacking.

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THURSDAY NIGHT AT THE CLUB ROOMS

The popularity of the Thursday evening receptions is constantly on the increase. Members are finding it an excellent place to bring their friends. The friends become interested and often later become members. One evening recently Lelle McReynolds brought three friends with her. That is the kind of missionary work we like to see.

The Club rooms were unusually attractive on last Thursday evening, because of the many beautiful flowers, which did much to add to the enjoyment of our members and guests who spent the evening there.

Miss Reed, as usual, was surrounded by a group anxious to have the future unfolded to them and listened with much awe to what Dame Fortune has in store for them. Mrs. Hirsch, too, had her devotees; those desirous of knowing the true significance of their names, what they are best fitted for, etc. Still another group under the expert guidance of Miss Baker enjoyed an exciting game of bridge —all this while our brass kettle purred merrily on the electric plate.

Over the tea cups, topics of the day were discussed and before we realized it, it was time for "good nights" and "good-byes" to be said.

ELEANORE LAMBERTSON.

SOMETHING DIFFERENT

(Mrs. May F. Riley was recently put under the influence of an anesthetic, during which time the Spirit of the Roster appeared to her and told her the following weird tale.—Editor's Note.)

One KNIGHT the Angel GABRIELE and the WISE BISHOP did PEER(s) into the HALL. They gave a CLAPP and rang the BELL. Out came the three SMITHS, the four BROWNS, the MASON, MILLER, BAKER, GARDNER and BUTLER, also a BLACKMAN, GREENMAN, and a REDMAN—each GENTLEMAN with a FYFE.

"Let us HUNT. We should DU GUID; we're all GOOD MARX."

"You be the JUDGE," said CROMWELL to ALEXANDER. "You had MOORE CUMMINGS and goings."

"WRIGHT you are, but you were HASTY!"

(Such AYERS!)

They climbed the GREENHILL, down DALE and GLENN. Past the WOODHOUSE 'til they reached the UNDERWOOD of FERNS, REED, RICE and WEED. They BRACE(d) themselves with BARR(s) from a PICKETT fence. When CLOSE to the MILLS, they saw the EAGLES and HAWKE had FLOAN.

"Great LORD," one cried.

"Give quarter," demanded the others.

"DEGRAF Committee," exclaimed MORGAN. "That BANZ the MAINPRICE."

ODD—eh?

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CLUB NOTES

By Caroline Bachich

We were glad to greet Miss Julia George at our last luncheon. Also following new members were present: Miss Dorothy Lambertson, Miss Katherine Smith, Miss Grace Lansing, Miss May Lewis, Miss Ethel Ames, Miss Margaret Daly and Miss Ventina Smith.

Miss Ida Reed and Miss Olga Dahl made a business trip to Martinez one day last week.

Mrs. May Riley has returned home from the hospital after having her tonsils removed, and is improving rapidly.

Mrs. A. H. Brace and Miss Eleanor Walters went to Mt. Tamalpais Sunday and brought back some very pretty flowers for the Club rooms.

Mrs. H. Ferns, one of our Burlingame members, is building a tennis court on one of her properties there. She promises to ask the Club down when the court is completed.

LACONIC TO A DEGREE

The following letter, which was recently received by a firm who advertised for a young woman to sell goods, seems to us to be the acme of conciseness. We cannot see that it contains one superfluous word:

"What's the salary? Where's the store? Age 23. Exper. Courteous. Capable."

We hope she received the position.

G. M.

ANOTHER ENGAGEMENT

An Italian, having applied for citizenship, was being examined in the naturalization court.

"Who is the President of the United States?"

"Mr. Cool."

"Who is Vice-President?"

"Mr. Daw."

"Could you be President?"

"No."

"Why?"

"Mister, you 'scuse, please, I vera busy worka da mine."

QUITE IN ORDER

Office Manager: "Brown, you told me yesterday afternoon you had an engagement with your dentist."

Brown: "Yes, sir; I did."

"Why, I saw you at a football match."

"Yes, sir. The dark man sitting next to me was my dentist."—*Edinburgh Scotsman.*

AN OLD-TIMER

As Clarence prepared to leave the house on Sunday night his father inquired:

"Where are you going tonight?"

"I am on my way to worship," Clarence replied.

"I know that," said father, "but what's her name?"—*Exchange.*

BELIEVING IN SIGNS

Teacher (to tardy student): "Why are you late?"

Bobby: "Well, a sign down here—"

Teacher: "Well, what has a sign got to do with it?"

Bobby: "The sign said, 'School Ahead — Go Slow.' "—*Akron Motorist.*

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 MAY 29, 1926 No. 21

Weekly Program

DINNER

TIME—June 1, 1926, at 6:15.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY

Mrs. Edward Dexter Knight will speak for 10 minutes on "Breaking Trail in the Man's Land."

Please make reservations early at the Club Rooms—Kearny 3416.

LINES TO A SCAVENGER

O son of sunny Italy!
  Who tended flocks upon the hills,
  And quenched your thirst at babbling rills
Where olive groves slope to the sea,
And yet had longings to be free!
  Do you find here the thing you sought?
  Is this high wagon, treasure fraught,
Adventurous as it seems to be?

These bright spring mornings when the rain
  Has washed the world and cleared the sky,
There are some moments when I fain
  Would envy you for riding by
  With shouts and laughter. I would cry:
"Let me go, too,"—but I refrain.

DJAN THE YOUNGER.

AN EVENING WITH PHOTOGRAPHY

One of the most interesting entertainments our Program Committee has given us this season was that of the evening of May 18, when Mr. Sigismund Blumann told us about the cultural value of photography. Many of the things he told were a revelation to many of us. I think as a rule we have thought that even the most beautiful landscape photographs were so because the one who took them "just happened" to come along at a favorable moment. He told us that an artist often walks many miles in order to find just the right kind of a tree, for example, and then waits for days to get the cloud effect desired.

Various other things of interest he told us, and afterward showed and explained the photographs he had brought—veritable works of art.

As a result of Mr. Blumann's talk, one member at least has already joined the Camera Club.

The meeting was noteworthy in other respects. Eighty-seven members and guests were present, among them being every Past President and every Past Vice-President but two. We had the pleasure also of the presence of Mrs. Emilie Long, manager of the Oak Hotel at Chico, and a member of the Business and Professional Women's Club of that place. She was the guest of Miss Olga Dahl.

We were very glad to welcome back Mrs. Camilla Morgan. We have missed her.

THURSDAY NIGHT AT THE CLUB ROOMS

We are happy to report that last Thursday evening at the Club rooms, which was devoted to welcoming our new members under the auspices of the Membership Committee, brought out members whom we have not seen for some little time.

On this occasion we were afforded a most unusual treat. Miss Louise Elizabeth Leggat, a talented young San Francisco musician, charmed us all with her beautifully rendered piano solos. We are greatly indebted to Mrs. Daisy Bruhn, who made it possible for us to enjoy Miss Leggat's lovely music.

The hostesses of the evening are taking this opportunity to thank Mrs. Brace for the part she played in the success of the evening. Mrs. Brace was graciousness itself when asked to delve into the future for the edification of our guests and throughout the evening she was much in demand by followers of occultism. Mrs. Brace prophesied some very amusing and interesting incidents for her clients, although she would not consent to having her palm crossed with the mystic silver.

It is the desire of the Hostess Committee to make these little informal evenings-at-home something to look forward to and pleasantly remember. You can always find a kindred spirit or two and there will always be something planned to interest and amuse you. ELEANORE LAMBERTSON.

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San Francisco *Telephone, Kearny* 3416

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Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
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PLANS FOR JUNE THURSDAYS

June 3. Our Dramatic Section will give a one-act play.

June 10. The evening is planned for cards—bridge or whist, as one desires. Not a tournament, but an informal evening, with six tables set for cards. Checkers likewise in order.

June 17. Our member, Mrs. Rose G. Marx, will entertain us with a half-hour of music. Program will be published later.

June 24. Mrs. Wiltse, formerly of the Omaha Business and Professional Women's Club, will tell us about "Omaha — the City and Its Club."

We shall also have an informal reception to our BUSINESS WOMAN advertisers. This will give our advertisers the opportunity to know us socially and become better acquainted.

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THE TRIP TO MT. HAMILTON

Be sure to save Saturday, June 19, for this trip. They promise to show us the moon or a star cluster, and Saturn with its rings, or Jupiter, through the telescopes. We all know by hearsay at least what wonderful telescopes those are at the Lick Observatory.

The best way to go is to take the Del Monte Express from Third and Townsend Street Depot, which leaves San Francisco at 3:00 p. m. and arrives at San Jose at 4:00. One can go by stage from Fifth and Market, but the time is a little over an hour longer and it is only 15c cheaper. It would be necessary to leave not later than 2:20.

The Mt. Hamilton stage will meet us at the San Jose station, and makes us a special rate (if there are 20 or more of us) of $3.00 each for the round trip.

It will be rather necessary to stay in San Jose all night, and the Hotel Vendome has made us a special rate of $5.00 for a room without bath arranged to accommodate four persons—one double bed and two cots.

The expense per person is estimated as follows:

Railroad fare, San Francisco to San Jose and return	$2.35
Stage fare to Mt. Hamilton and return	3.00
Hotel expense as stated above	1.25
	$6.60

Dinner and breakfast would of course be extra.

Box lunches may be carried if desired, but there is a hotel at Smith's Creek, seven miles below the summit, where meals may be obtained, and the stage will stop long enough so that one can get a hot meal if desired. They also serve coffee and sandwiches.

Reservations should be made not later than June 10 with Mrs. Burlingame at the Club rooms—Kearny 3416. Yes, you may bring guests, either men or women.

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"EVENT"

"When you come to the end of a Perfect Day—
And you sit alone with your thoughts."

How can one express thoughts of a day like Sunday, on paper?

Forty-three, members and guests, went to Mrs. Livermore's home in San Anselmo, Sunday. We were greeted by the hostesses in costume, and led to the "cafeteria," where Lillian Palmer, the "ring master," in high hat, checkered pants and "frock coat," also a slick mustache, passed out trays and plates; then "Chef" Tillie (in a real chef's uniform, including 'kerchief and all—by the way it was a perfect fit), with her assistants, served nectar and ambrosia, and we were charged enormous prices (on paper) by the Graft Committee; then we entered Paradise, and found the "Lord" in "Heaven," so we all sat on cloudy seats and forgot that we came from a place called "Earth."

Fire!—and from earthly habits we all ran up the hill, and looked down upon fire. However, all of us being good, were allowed to come back to Paradise, and Miss O'Hara invited us to visit her home and showed us many treasures which she has brought from many parts of the world.

Then the ring master cracked her whip and the show began. There was the Bean Guessing Contest —4076 beans in a glass pitcher. Cornelia Farrel won first prize, a rose vase, with a guess of 4321. Terese Foreman was second and received a set of copper book ends. Mrs. Brace was third and received a Chinese grass purse.

We found the chef was really Houdini in disguise, and she had the audience performing. There were recitations, songs, stories and walks for all. The long ones, tall ones, short ones, and may we say fat ones, all joined in the paper race. Lydia Johnson, being one of the long ones, won first prize, a bronze paper knife. Ida Reed was next and received an "over-night box" for needles and thread. We decided Estelle Walker was not a walker, but a roller.

Then the beans were spilled all over the garden, and everyone helped pick them up. Lydia Johnson again was first with 352 beans and won a rose vase. Eleanore Lambertson was second, and received a Chinese purse, and "Speed" Nettie Smith went 64 beans, and got a wooden automobile.

Sandwiches, cake and tea were served and the ring master started a graft game of one tear of her "mock coat" for 10c a tear, and I think I saw more I. O. U.'s than cash received. This was the last standing view of her.

The "Quartette" then sang an impromptu toast to the hostesses, and were showered with presents and rings.

The day is done. A perfect day for all, and we went home with happiness in our hearts, singing the praises of our hostesses and the Events Committee.

CAROLINE BACHICH.

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CLUB NOTES

By Caroline Bachich

Mrs. Sarah Jordan Greenman was in Portland recently and visited the B. & P. W. Club there. Miss Edith Daley, President, sends greetings to our Club.

Mrs. Helen Holt was slightly hurt in an automobile accident last week.

Mrs. Mabel Pinger sprained her ankle, but is able to be around.

Word has been received from Miss Julia George, one of our very new members, from "somewhere in Nevada." She sends cordial greetings and says she will be back in a month. Miss George is Executive Director of the Juvenile Protective Association. We shall be glad to see her on her return.

Miss M. B. Wilkin, our former Executive Secretary, but now of Newark, New Jersey, has sent us five books to help fill the vacancy on our shelves for which we made a plea earlier in the year. This proves not only that it pays to advertise, but also that one often gets results from an advertisement long after it appeared.

Mrs. D. R. Withers is spending a two weeks' vacation on her ranch near Lodi.

San Francisco, May 20th, 1926.

The Business Woman,
San Francisco, Calif.

Belle McDonald sends greetings to the members and appreciates very much the attention that has been extended to her since her accident.

By the way, Belle is putting on a very UNIQUE entertainment for the purpose of earning her five dollars. The show is on every afternoon and evening, Sundays included, for the next ten days, and truly, girls, it is well worth the price of admission, twenty-five cents (25). The line forms at the right.

Remember the address, 818 Forty-third Avenue.

Those attending either afternoon or evening performance are supposed to omit candy, cake, etc., as no eating is permitted while the performance is going on.

She needs the attendance of at least twenty to put the show over with a bang.

Respectfully, A. H. Brace, Advance Agent.

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Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JUNE 5, 1926 No. 22

Weekly B&P WC *Program*

LUNCHEON

TIME—June 8, 1926, at 12:15 Sharp.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Esther B. Phillips, Assistant United States Attorney.

SUBJECT—"Some Great American Judges."

CHAIRMAN OF THE DAY—Harriet B. Tyler.

Please make reservations early at the Club Rooms—Kearny 3416.

THE MOUNTAIN PLAY

The Mountain Play was given at the open-air theater on the slopes of Mt. Tamalpais, Sunday, May 23rd. It is an annual event, sponsored by the Mountain Play Association, in which the various hiking clubs of San Francisco and the Bay region heartily co-operate. Originating thirteen years ago, it has become an outstanding feature of the outdoor life of the community, and evidence of its wide popularity is seen in the general mixture of the people who make up the audience. All classes, races, creeds and nationalities are represented. All ages are there, too; from a tiny tot not more than half-past-two, toddling along the trail with the rest of the family, to—well, I won't say "the old folks," for no one who enjoys the trails of Mt. Tamalpais as these white-haired men and women seemed to do can ever be really old. I'll say the grandfathers and grandmothers, instead.

The site of the Mountain Theater is ideal. After the hike up the mountain, the average person is ready to relax, to enjoy the lunch which (if he is wise) he will have brought with him, and to revel in the panorama spread before him as he sits on the hillside above the stage and looks down the ravine and out over hills, valleys and water to the East Bay cities beyond. The natural stage, the blue sky, bright costumes of the players, the dances, the songs and music, the care-free crowd that makes up the audience—all of these are parts of a scene that, once enjoyed, will remain a cherished memory.

The play this year was "Rip Van Winkle." The story, familiar to us all since childhood, was faithfully adhered to and the principal parts were well taken. Mr. Guy Kibbee deserves special mention for his portrayal of "Rip," first as the jovial ne'er-do-well in his younger days, and then as the tattered vagabond of twenty years later.

The California Alpine Club aided materially in their part as the village chorus, for color, action and music are important adjuncts in an outdoor play.

To those who make up the Mountain Play Association, and their assistants, great credit is due. Because of the deep and abiding pleasure they have found in their outdoor life, they have given freely of their time and talents in passing this pleasure on to others, and the increasing popularity of these Mountain Plays has shown their efforts to be well worth while.

Let's all see the play next year.

WINIFRED KERR.

THURSDAY NIGHT AT THE CLUB ROOMS

Members and their guests who were at the Club rooms on last Thursday evening, May 27th, unanimously expressed themselves as having had a most delightful time.

Our "Gym" class, who provided entertainment for the evening, first gave us examples of exercises conducive to health and well being. Everyone present was very much interested and we are sure the membership of the "Gym" class will be increased materially after this exhibition of physical culture. Folk dancing was next in order, the "Gym" class cheerfully exemplifying the intricate steps to those who were not familiar with them. Much merriment was derived from dancing the Virginia Reel, and after an exhilarating hour or so, refreshments were served.

The Hostess Committee for June has some very splendid programs planned and it will be to every member's interest to plan to spend Thursday evening at the Club. These were published in last week's paper. Since then there has been a change in the program for June 10th. Instead of an evening at cards, it will be a musical, Mrs. Larsen and Miss Larsen being the artists on that occasion.

ELEANORE LAMBERTSON.

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TRIAL BY JURY

A goodly number of Club members assembled with others at the Unitarian church Tuesday evening, May 25th, to see Gilbert and Sullivan's "Trial by Jury" put on by the dramatic and musical talent of that congregation. The program also included Christopher Morley's "The Rehearsal," and "Three Little Maids from School," from the "Mikado." All did their parts well and received much applause.

The interest of the Club, however, centered in two of our members who took the part of "spectators" in "Trial by Jury"—Miss Clotilde Grunsky and Miss Johanna Heim. The success which each achieved was no surprise to those of us who have been privileged to work with them in the Dramatic Section, and we were proud to claim them as "ours."

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HURRAH!

Did you notice that most valuablist tip given us by Clotilde Grunsky in the issue of May 22nd?

Think of the fun we can have rounding up the whales with our calk-soled boots, leaping from backs to backs and gamboling upon the green. Let's get together a committee of ten who have the lumberjack and under-water complexes and go out into the glorious Pacific and drive the first herd into the fold!

The economy of using the idle ferry slips will appeal to bankers, I am sure, and when the arrival of the first herd is heralded, we are made financially, socially and politically.

The one thing Clotilde has overlooked is the conservation of energy. In these days where efficiency is demanded, we cannot afford to waste the power represented by the swishing of the whale's tail. Conservatively estimated at 10 H. P. per swish and one swish per minute in fly season, we get 600 H. P. per hour—enough to run all the cars of Alameda for one month.

It took a Clotilde Grunsky to bring forth that whale of an idea. Now let us all help to put it over.

IDA M. REED.

ON TIPTOE

The luncheon of May 25th has been so fully and admirably reported by the daily papers, that there is little need for mentioning it here. We have seldom had a meeting that has attracted so much outside notice. And it was not surprising when one considers that, as the speaker told us, San Francisco is the only city in the country that has such supervision of its dance halls as is given by Miss Barrows and her assistants.

What impressed the writer most was when she told of their first idea always being to get the point of view of the girl they are trying to assist. Too many social workers have decided what a working girl ought to want and then insisted on her wanting it,—like the old missionaries who used to work with a Bible in one hand and a sword in the other.

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THE MT. HAMILTON TRIP

Don't forget the trip to Mt. Hamilton on Saturday, June 19th. Full particulars were given in THE BUSINESS WOMAN of May 29th. Be sure to make your reservation with Mrs. Burlingame on or before June 10th.

CLUB NOTES

By CAROLINE BACHICH

Mrs. Nell Palmer is visiting friends in Grass Valley for two weeks.

Miss Johanna Heim and Mrs. H. G. Woltge left last week on a motor trip to Southern California and Mexico. They expect to be gone about three weeks.

Among the guests at our last luncheon were Miss Ann Duffy, Chairman of the Northern Federation; Ethel Whitmire of the *Examiner*, Nell Cleary of the *Call*, Cleo Braddock of the *Bulletin*, and Betty Briggs of the *Daily News*.

We wish to extend sincere sympathies to Mrs. Violet Neuenburg on the death of Mr. Neuenburg's mother.

Miss Ida Lord and Miss Z. Clements were guests of the Berkeley Club last Monday evening, and report having a most enjoyable visit.

Mrs. Rose Mainprice spent the holidays at Eureka.

Last Saturday evening the Gymnasium class gave a farewell party to Mrs. Mary Close at the home of Mrs. Pinger. Mrs. Close is leaving on a trip to New York and expects to be gone until the first of the year.

A LEGAL LUNCHEON

Our luncheon on June 8th will have a decidedly legal flavor. Assistant United States Attorney Esther B. Phillips will be the speaker and she will tell us about some great American judges, a subject which has not been given the prominence which it deserves. We all know about our great Presidents, and more or less about our great generals and our great captains of industry; we even know about a few great lawyers who have made a reputation by a particularly brilliant speech in some famous trial, but of our really great judges many of us are ignorant, and this ignorance Miss Phillips is going to dispel.

Attorney Harriet P. Tyler will be Chairman of the Day and will add to the legal character of the occasion. Don't miss it.

TABLOID REVIEWS FOR THE T. B. W.

"The Black Flemings," by Kathleen Norris, in my opinion has not maintained the higher standard Mrs. Norris reached in others of her recent novels, such as "Certain People of Importance" and "Little Ships." Is it because she places the scene in an Eastern State again, somewhere near Boston on the New England coast? It seems to this consumer of the current fiction that all of Mrs. Norris' San Francisco and San Rafael stories are far more entertaining than any

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of the New York ones. Compare "Butterfly," "Martie the Unconquered" and some of the other New York stories with "Saturday's Child," "Julia Page," "The Heart of Rachel," and the two San Francisco stories mentioned above. Aside from being laid in a region where Mrs. Norris is not at her happiest, "The Black Flemings" seems to be modeled somewhat after the mystery thriller of thirty years ago. Most of the necessary ingredients are there,—the haunted old house, the wronged and lovely heiress, the long-lost brother who runs away to sea, the wicked aunt who conceals the will (or the facts, as the case may be) for the benefit of her own lovely chee-ild. They are all there if you haven't outgrown this brand of literachoor.

These astonishing infant prodigies seem to be an English monopoly; the only American who occurs to me just now is Natalie Crane, but they are apparently as thick as gooseberries on the other side of the Atlantic. F'rinstance, Sylvia Thompson, 23 years old, is the author of "Hounds of Spring," a war story, of course, which I believe most of our members will enjoy reading. It is surely a remarkable thing for so young a girl to have produced so well-worth while a novel as "The Hounds of Spring," and to have achieved so uncanny and mature an understanding of five or six characters so varied as the members of her Renner family. This is one you might enjoy on your vacation.

Also, if you are as fond of Donn Byrne as I am, read his latest, "Hangman's House," which he confines this time almost entirely to Ireland. No, Mavourneen, it is not so good as "The Wind Bloweth"; it is not so good as "O'Malley of Shanganagh," and surely to a man but once in his lifetime is it permitted to achieve such rare beauty as "Messer Marco Polo," but although you may think the plot of the tale a bit threadbare, the villain not villainous enough, and hear the machinery creak a little bit when he himself has to burn down the unfriendly old house to dispose of his villain, after all it *is* Donn Byrne, a born spinner of yarns and a past master in the use of his medium, words. And how you will love "Dan Hoyser"!

ETHEL L. MAXWELL.

NOTICE

If for any reason it is impossible for you to arrive at either the dinner or luncheon meetings until too late for the repast, do not let that keep you away. There is no reason why you should miss the mental feast if you cannot be present at the material one; and we want you to come even though you may be able to stay but a few minutes.

IDA J. LORD, President.

DRAMATIC SECTION

The next meeting of the Dramatic Section will be at the Club rooms, Thursday evening, June 8, at 7:30. The play read will be "The Great Broxopp," by A. Milne. All interested members are invited. Bring books if possible.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JUNE 12, 1926 No. 23

Weekly Program

DINNER

TIME—June 15th, 1926, at 6:15 Sharp.
PLACE—Bib and Tucker Tea Room, 334 Sutter Street.
PRICE—$1.10.
SPEAKER—K. C. Beaton (K. C. B. of the *Examiner*)
SUBJECT—"A Little Nonsense Now and Then Is Relished by the Best of Men."
CHAIRMAN—Lillian Palmer.

And other interesting and amusing features.

Please make your reservations early at the Club Rooms—Kearny 3416.

Editor THE BUSINESS WOMAN:

Dear, Oh! Rest—Tell—Her!

Judging from your name, you, in your message to the business woman, allow the rest of us to tell her things, too, and I crave a short space for a confession. It is about my months of service with the Program Committee. If you need a caption, call it "Confessions of a Low-brow."

Ever since the time of Señor Aesop there has been much talk of the Ass in the Lion's skin, but it is always with scorn from the Lion's viewpoint. I confess to a sneaking sympathy with that Ass. Imagine the nervous strain! Think how he suddenly realized that one cloven hoof was sticking out and, with a hurried glance around to see if any one noticed, gave the skin a tug, only to expose a long ear! And the mental agony of feeling it incumbent upon him to say something and praying, praying to bring forth a roar, and his dismay when he could dig up only a bray.

I can stand it no longer. I turned that bray into a cough so many times that my throat ached; so often have I tugged at that lion's skin that there are holes in it. At last I frankly declared myself and asked for an evening all my own. I was given the dinner of June 15th, to be known as a foolish meeting.

You know Dr. Holmes said he never dared to be quite so funny as he could, so I do not dare to be quite so foolish as I can and have sought assistance. In reply to an S. O. S., Mr. Beaton, the beloved K. C. B., rallied to my call, giving me sympathy and his promise of help on the fifteenth.

The evening will comprise something for every type:—relief for the foolish, music for the soulful, instruction for them that do thirst for it, money for the avaricious. Come one, come all. Bring guests; they will be treated like home folks.

LILLIAN PALMER.

CLUB MEMBERSHIP

The chairman of our Membership Committee, Miss Lydia Johnson, is very desirous of increasing our membership to at least 400, and she and her committee are working very hard to that end.

In this connection it may not be inappropriate to give a moment's consideration to what club membership means.

On the next page will be found the "Purposes of the Club," the first of which is, "To encourage reciprocity in business among its members." This means of course that wherever practicable one Club member will always give another Club member the preference in a business way.

The next purpose is, "To diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits." This has formerly been done by means of speakers on these subjects at our weekly luncheons and dinners, care always being taken to secure the most authoritative it was possible for us to get. Further to carry out this purpose, a civic section is now being formed which will meet once or twice a month, at which there will be opportunity for a more or less intimate discussion of such matters.

The third one of the Club's "purposes" is "To stimulate such activities as shall be for the betterment of women in business." This "purpose" is given a rather broad interpretation. We take the word "betterment" to mean any kind of improvement, physical, mental or social; and even perhaps political, although as a Club we do not meddle with what is commonly known as politics.

The fourth and last "purpose," but by no means the least or least valued, is, "To promote close and helpful friendships among them." This the Club has done and is constantly doing. One seldom sees a body of women of this size where such a friendly

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Committee Chairmen

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Program.....Sarah S. Oddie
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Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

feeling prevails. While many of us do have outside social interests, as a rule the social activities of the Club come first, and quite a large number depend entirely on the Club for relaxation.

To begin with, we all have the common interest that we work either with hand or brain or both, and that alone draws us together and promotes harmony among us as could not be done in an organization where part of them were workers and part of them were not. That our friendships are "close" is evidenced by the fact that many of us seek one another's society outside of Club activities; that they are "helpful" is shown by the fact that they endure.

THE MT. HAMILTON TRIP

Don't forget the trip to Mt. Hamilton on Saturday, June 19th. Full particulars were given in THE BUSINESS WOMAN of May 29th. Be sure to make your reservation with Mrs. Burlingame on or before June 10th.

HAVE YOU REGISTERED?

If you have not, be sure to do so before July 31st or you will not be able to vote at the next election.

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DEAR MISS TABER:

We had a charmed circle last Thursday evening. As each came in, somehow, we formed a circle and there we sat discussing our new book and civic sections. It was a constructive discussion, for we had the pleasure of welcoming six prospective members. We trust our plans have impressed them to the point that they will know that membership in the B&PWC is a very definite plan in one's life.

The circle broke only to admit the presence of the Dramatic Section, who read "Augustus Does His Bit." We were delightfully entertained by Mrs. Woodruff and the Misses Elias, Lambertson and Waterman.

We then proceeded to bridge and checkers and so concluded a most enjoyable evening.

Thursday evening, June 17, our member, Mrs. Rose Maix, will present a delightful program of piano solos.

Cordially,

MAY RILEY.

THE BUSINESS MEETING OF JUNE 1

In spite of the fact that warning was given that neither this nor any other business meeting would be reported, because such meetings are for members only, we must give a little space to this one so as to tell of the very interesting talk given by Mrs. Edward Dexter Knight. Her subject was "Breaking Trail in the Man's Land," and she told us a most fascinating story of her own experiences in that regard, and for the short space of time allotted to her we listened with deep interest to what she had to tell us.

We enjoy the talks given us about matters entirely removed from our knowledge or experience; but best of all we like to hear what some other business woman has done and how she did it. Mrs. Knight did not tell us all her story on that occasion—she could not do it in the short time she had to speak—and so we are hoping that another time she will give us a further talk on the same subject.

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CALL FOR A FINE?

In the year of our Lord one thousand nine hundred and twenty-six, May 29-31, five members of the Business and Professional Women's Club of San Francisco sojourned in the Monterey-Carmel country.

It was a gay trip from start to finish and one which will be remembered by the participants for years to come.

Ida Reed was Major-General and her words of wisdom gave grace and dignity to the outing.

Ada Brace, with willingness to do whatever the other members desired, made her a most pleasant traveling companion.

And Lydia Johnson was there with her wit, particularly when she sat in the front seat of the automobile with Miss Reed.

Two important features stand in memory's foreground, both of which concern our Editor: *First*, the illegibility of O. Taber's handwriting; *Second*, her desire to arise at 5 A. M. (while others were sleeping, of course) and indulge in activities which awakened the entire party. Anathema of her movements was pronounced by the "victims," and she resorted to Holy Writ for comfort. Upon opening the Good Book, what did her eyes behold but the verse: "Woe unto them that rise up early in the morning." When this reprimand came in the very direct way it did, we felt her punishment had been sufficient and again treated her as a human being.

Of course the *name* of the President was necessary to preserve the equilibrium of such a trip.

IDA J. LORD.

DOES THIS INTEREST YOU?

The "Career Sketch" solicitor is on her vacation, but offers a bottle of hand lotion to the first four who send in a Career Sketch while she is gone.

You all enjoyed the little write-up which Lilian Elias contributed; also the interesting outline of the attainments of Mrs. Edward Dexter Knight, which was written by Miss Margaret Dailey.

Miss Elias and Miss Dailey each were presented with a box of Poudre—and liked it, too.

Now then! One—two—three—four—Go!

Send the contributions to Miss Ida Reed, 411 Claus Spreckels Building.

DO YOU WANT A LITTLE SISTER?

In conference recently with Miss Lord and a few others, Miss Felton of the Associated Charities expressed a desire to have some of our Club members take a sisterly interest in some of the more or less forlorn little girls that are under her supervision. Miss Felton of course understands that we are all very busy and could not do a great deal in that line, but she thought if we could give an occasional Saturday afternoon or Sunday it would be a great help to a little girl who has not much in her life that is pleasant. There are many of them to whom such a contact might mean the difference between

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becoming a useful woman and one that is not. At the very least it would add a pleasant memory to a not too long a list of such.

If the sisterly relation could be carried to the point of winning the confidence of such a child, much good could be accomplished in the way of suggestion and advice. The development of many a young person is hindered as much by not knowing what to do, not realizing its own possibilities, as in any other way; and often a mere suggestion from someone who has been over the road would mean all the difference between a successful life and a failure.

If you would like to devote even a little of your spare time to this work, ask Miss Lord about it, or communicate directly with Miss Felton at the Associated Charities.

CLUB NOTES

By Caroline Bachich

Dr. Susan H. Hamilton spent the holidays at Plantation, Marin County.

Mrs. Mabel Pinger is spending her vacation at Calistoga. She will undoubtedly be glad to get back to the fog belt, as the thermometer registered 110 on the ice house Saturday.

Miss Alice Jones is leaving Saturday on a trip through Oregon.

We were very glad to learn that Miss Agnes Duffy is now back at work after a long illness.

Miss Belle McDonald has had the cast removed from her ankle and expects to be around in about a week.

Mrs. Kathleen Ayers was greeting friends at the last dinner meeting.

Have you registered? Last day for registration is July 31st!

The Club has received an invitation to attend the Convention of National Federation of Business and Professional Women's Clubs at Des Moines, Iowa, on July 13th.

Miss Lillian Elias spent a very enjoyable holiday touring Oakland and Berkeley.

Mrs. Mary Sexton entertained the Gym Class at her home Wednesday last. The occasion was a linen shower for Miss Edna Brewington, who is to be married very soon.

The Club rooms now possess an electric toaster, presented by Mrs. Jessie Scott.

Miss Cora Lindoff of Tacoma, Washington, visited the Club rooms last week.

Miss Mary Ennis, one of our very early members, and who has for the past few years been in Los Angeles, has, we are informed, returned to San Francisco to accept the position of Advertising Manager of the City of Paris Dry Goods Company.

HO FOR THE JUNE 15th

Meeting Lillian Palmer, Chairman-nuf sed.

FOR RENT—Mill Valley. Beautiful sunny apt. in woods, for 3 or 4 girls; 2 baths. 3 rooms and 2 glassed-in sleeping porches; 3 min. to station. Rent $50. Elec., gas, hot water. Douglas 8485.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JUNE 19, 1926 No. 24

Weekly B&P WC *Program*

LUNCHEON

TIME—June 22, 1926, at 12:15.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Thirty Cents.
SPEAKER—A representative of the California Health Food Service, Oakland.
SUBJECT—"THE VALUE OF NATURAL FOODS AND THEIR RELATION TO THE BODY."

A special luncheon will be served by the California Health Food Service, Oakland, gratis, as a demonstration of the principles of eating advocated by them. The amount specified, 30 cents, is a pro rata charge to cover the dining-room expense at the Hotel Somerton.

Everyone talks "diet" these days, and this meeting will demonstrate "something different" along those lines. Come and bring your friends and learn how to eat "the new way."

Please make your reservations early at the Club Rooms—Kearny 3416.

THE REMEMBERING FUND
Lest We Forget

One-fourth of all special moneys earned by the Club this year has been set aside for a scholarship and loan fund, which goes under the title (bestowed by our Honorary President) of the Remembering Fund—Lest We Forget.

The proceeds from the theater party and the money left from the Christmas Cheer Fund together bring this sum to the respectable figure of about $250.00, and the committee wishes to announce that it is now prepared to consider applicants. The rules governing its use have been fixed as follows:

1. The fund shall be a loan fund—to be returned at the convenience of the recipient, as agreed upon by the committee, so that it may be used to help others.
2. The use of the fund shall be confined to business women.
3. Preferred classes are:
   a. Scholarship for young girl otherwise unable to secure business training.
   b. Scholarship for older woman forced to enter business field, otherwise unable to secure business training.
   c. Loan fund for business woman temporarily out of work on account of illness, to tide her over until she is on her feet again.

The committee feels sure that there are individual members who will wish to augment this fund and wishes to state that they are willing to undertake supervision of any special scholarships or funds for specified purposes with which the members wish to entrust them.

Full examination will of course be made of applicants in every case.

CLOTILDE GRUNSKY, Chairman,
JOHANNA E. HEIM,
GERTRUDE MOWDER.

LUNCHEON FOR JUNE 8

Esther B. Phillips, Assistant United States Attorney, was the speaker at the luncheon of Tuesday, June 8. Miss Phillips, whose subject was "Some Great American Judges," devoted the greater part of her address to John Marshall, who, she stated, ranked as one of the half dozen great judges of the last six centuries. After briefly sketching his career, Miss Phillips emphasized his unique distinction as the original interpreter of the Constitution in its early days and, as such, one of the makers of the country in that the principles of interpretation laid down by him are still referred to. Miss Phillips touched briefly on a contemporary of John Marshall, Justice Storey, who ranks as one of the greatest scholars among American judges, and on Justice Holmes, who has been on the bench of the TWO 11455 june 15 kinney 16 ems 8 modern Supreme Court for twenty-three years, and now at the age of 85 is considered one of the greatest living scholars on Anglo-American jurisprudence and one of the greatest judges in American history. Mrs. Harriet P. Tyler, attorney for the Western Pacific Railroad, introduced the speaker.

CAROLINE BACHICH.

ARE YOU GOING TO HOLLYWOOD?

If so, please tell President Lord so proper plans may be made for the Club Stunt.

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WOMEN IN REAL ESTATE

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"Would you marry a man who lied to you?" he asked.

"You don't suppose I want to be an old maid, do you?" she answered sarcastically.

HAVE YOU REGISTERED?

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June 11, 1926.

DEAR MISS REED:

The second June Thursday was given over to cards, as first planned. It developed that the musicale could not be given and so we have that in reserve for a future Thursday.

I almost had to put up the S. R. O. sign. And our entire "tea service" was requisitioned. Such evenings are delightful—the more the merrier. We had bridge, checkers, and Canfield. The Oracle in person (Miss Reed) gave guaranteed fortunes.

We were delighted to meet Mrs. Cromwell after a long absence; hope she comes often again. With her was Mrs. Parrish of the Business and Professional Women's Club of Oklahoma. Many of our members brought guests. We were glad to welcome them and hope they liked us well enough to drop in other evenings.

The special attention of all our members is called to June 24. Please reserve that date and come down to your Club rooms and meet our advertisers in THE BUSINESS WOMAN. Invitations have been sent these people who are co-operating with us, and we want to have a real reception in their honor. Mrs. Wiltsie will tell us of "Omaha—the City and Its Club." Mrs. Wiltsie is most charming and we shall be delightfully entertained.

June 24 is the last of the June Thursdays—I assure you it will not be the least. Miss Taber, Editor of THE BUSINESS WOMAN, is to be joint hostess with me. Won't all please come and assist us extend a genuine, hearty welcome to our advertisers?

Cordially,

MAY RILEY.

MT. HAMILTON TRIP

Those who would like to review their knowledge of astronomy before going to Mt. Hamilton, June 19, are invited to meet at the Club rooms, Friday, June 18, at 7:15 P. M. Arrangements have been made with Mary Eleanor, 445 Powell Street, for dinner at 6:15 the same evening. Reservations must be in the Club rooms Friday morning for the dinner.

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At the request of a number of our members who were present on that occasion, the words of the impromptu toast that was sung to the hostesses of the Club picnic given at the home of Mrs. Livermore in San Anselmo, Sunday, May 23rd, are given below:

How do you do, Mrs. Livermore?
How de do?
How are you Mrs. Livermore?
How are you?
Since you've asked us thru your door,
We love you more and more.
How de doodle doodle doodle
Doodle do.

How de do, Miss O'Hara?
How de do?
How are you, Miss O'Hara?
How are you?
Mickie is your name
And you are an Irish flame.
How de doodle doodle doodle
Doodle do.

How de do Emmie Williams?
How de do?
How are you, Emmie Williams?
How are you?
You're the flapper who took the cash
While Old Tillie slung the hash.
How de doodle doodle doodle
Doodle do?

How de do?
How are you, Little Lillie?
How are you?
Your checkered pants we adore,
At your jokes we always roar.
How de doodle doodle doodle
Doodle do?

VACATION

The season of migration, recreation and pleasure is upon us, and already faces are missing when we gather for our luncheons and dinners.

It is as it should be, but let us not forget our

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Club while we are seeking rest or seeing new and interesting sights.

If you are in the cities, hunt up the headquarters of the Business and Professional Women's Club. Or, en route, when chatting with fellow-travelers, bring your Club and its activities into the conversation. Your manifested interest may be the means of bringing one of the many, who have not yet become affiliated with organized women, to realize the measure of service and the beauty of friendship which Club Life yields to those who are enrolled and are active.

Have a good time! Play hard or travel the path of the least resistance. The time is in your hands, but return to us with renewed zest and hold a place for yourself in our Club and its ideals.

Alice M. Jones

CLUB NOTES

By Caroline Bachich

Dr. Susan H. Hamilton is in Los Angeles attending a post-graduate course at the Osteopathic College. A card from her states that she has not seen much sun since leaving here.

Miss B. B. Mattison of Tacoma, Wash., one of our prospective members, presented the Club with a new card table.

Mrs. Emily Forsyth has announced her engagement to Mr. Clifford Heineman of H. M. Heineman Sons. The wedding will take place the latter part of this month.

Last Sunday, President Lord commandeered the official car and instead of saying, "Home, James," said, "Santa Clara County"—just like that. Her chiffineer immediately stepped on the gas and away they went into a most charming country just below Palo Alto, where the Misses Calderwood and Reynolds live in a home that is wonderfully comfy and hospitable. A good time was had by all. Miss Reynolds is almost her old self again and we hope to see her in our Club rooms before very long or at one of our lunches. She works every day in her beautiful garden, which we have enjoyed also, through the kindness of Miss Calderwood, who, whenever possible, brings into the Club rooms large bunches of flowers and foliage, which Mrs. Burlingame arranges artistically for our pleasure. The yawning back seat of an auto was too much for the kind heart of Miss Calderwood and she immediately began pruning all her trees and shrubbery, with the result that a large mass was seen making its way down Powell Street, Monday morning, without any visible signs of locomotion. However, Mrs. Burlingame was delighted and the Club rooms will look pretty for many a day. Thank you, kind friends; we are surely glad you have a garden!

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JUNE 26, 1926 No. 25

Weekly *Program*

DINNER

TIME—June 29, 1926, at 6:15.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—MRS. FLORENCE DRAKE LEROY.

SUBJECT—"THE ORCHESTRA: THE INSTRUMENTS THAT COMPOSE IT, THEIR HISTORY AND PURPOSE."

This is the second of a series of lectures on music by Mrs. LeRoy. It will be illustrated both by the instruments discussed and by the music they produce.

Please make your reservations early at the Club Rooms—Kearny 3416.

VACATION TIME

This is the time of year when the stenographer gets dreamy-eyed over her work, begins a letter "Dear Tahoe" instead of "Dear Sir"; when the bookkeper writes "Yosemite" instead of "balance" and wonders why it doesn't seem to look quite right; in short, it is vacation time, and the sooner all members of the office force have their vacations and get back to work, the better it will be for the general morale.

We wonder what happened in offices when vacations were things that occurred only in schools; when the teacher was an object of envy because she had a vacation; when the only chance an office employee had was when a holiday came on Saturday or Monday; when even Saturday afternoon meant nothing unusual.

Those days have gone forever, and the annual "two weeks with pay" is as much a part of the office regime as is the typewriter. Business heads have learned that vacations pay, and that is all that is needed to secure a place for any innovation.

It is interesting to listen to different persons discussing their proposed outings. Each seems to feel that he has the correct idea of the proper way to take one. Some simply have to go to the mountains, believing a change of altitude to be the only thing. Others think that unimportant, but must go where there is surf bathing. I once heard a girl say that she never felt that she had a vacation unless she could row a boat. And so it goes, each to his taste. Having indulged it, one returns to work satisfied and ready to go on for another year.

DINNER ON JUNE 15th

A most foolish dinner was participated in by 180 members and guests on Tuesday evening, June 15th. A good time was expected, and of course a good time was had. After a few remarks by President Ida J. Lord, the meeting was turned over to Miss Lillian Palmer, chairman of the evening, who started the meeting with a hymn of the Business Woman, which was led by Mrs. LeRoy and loudly sung by the whole assemblage. She then asked Miss Jones to introduce a very great scientist, Miss Sarius Oddicus, who broadcast a description of a new animal just discovered. It was too scientific for the writer and she is still in doubt as to just who or what this new "animule" is. The new microphone used, which resembled a common black kitchen skillet, attracted much attention. Miss Palmer then called the roll and taxed the memories of members by asking each a question of history or statistics. If one answered the question correctly, one was allowed to take a dime from the plate; if not, a dime must be put in the plate. The Club Fund was considerably increased. In justice, it was agreed that most of the answers were much better and more entertaining than the correct answers would have been, especially when one member said she was no friend of Pegasus, therefore did not know who he was. Last, but not least, Miss Palmer presented the speaker of the evening, Mr. K. C. Beaton, better known as K. C. B. of the *Examiner*, who had already entered into the fun and finished the evening telling us "foolish" things about himself in his own particular way.

CAROLINE BACHICH.

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THURSDAY NIGHT AT THE CLUB ROOMS

Thursday evening, June 17th, we were favored with a musical recital by Mrs. Rose Marx. Her program was as follows:

1. (*a*) Crescendo .....*Per Lasson*
   (*b*) Dance in the Old Style.....*Delibes*
2. "Robin Hood" Selections.....*De Koven*
3. (*a*) Romance without Words.....*Saint Saens*
   (*b*) Humoresque .....*Grieg*
4. "La Boheme" Selections.....*Puccini*
5. Ramblings .....*Selected*

The musical hour was much enjoyed by those present, and we are sorry that the audience was not larger, for it was a treat that none should have missed.

Miss Isabelle E. Banz will be the hostess for July and will announce her plans at an early date.

HAVE YOU REGISTERED?

For the convenience of those who have not registered, there will be a Deputy Registrar at the next two dinner meetings, June 29th and July 6th.

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THE STATE CONVENTION AT HOLLYWOOD

Are you going? Please let us know just as soon as you decide to give yourself this treat, for it is important that we know how many and who are going. The delegates will be nominated at the dinner on July 6th. We shall also at that time discuss the matter of our affiliation with the National Federation so that our delegates will be advised how to vote on this subject when it comes up at the State Convention.

ALONG THE TRAIL

SEATTLE, June 15, 1926.

Oregon and Washington are delightful States. I have spent happy hours in Portland and Seattle.

Had an hour to spare between sightseeing trips in Seattle, and dropped into the quarters of our sister Club. All were at business, so just left my card with greetings.

ALICE M. JONES.

TELL IT TO THE EDITOR

From now until February 5, 1927, all articles intended for publication in THE BUSINESS WOMAN, and all correspondence relating to advertisements, should be addressed to the editor, Miss Oristella Taber, 312 Claus Spreckels Building. Telephone, Sutter 5261.

OUT OF PRACTICE

A colored woman in Florida, presenting herself as a candidate for confirmation, was asked to repeat the Creed, the Lord's Prayer, and the Commandments. She got through the first two fairly well, but when it came to the last she hesitated, and finally remarked in a confidential tone to the officiating clergyman: "De fac' is, Mistah Turpin, Ah hasn't been practicin' de Ten Commandments lately."—*The Recorder.*

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IN RE THE CLUB LIBRARY

The books in our library have been segregated, classified and arranged both in regard to subjects and to authors. Members are requested to use care, when taking books from the shelves and returning them thereto, not to disturb the arrangement. When returning books which have been taken from the rooms, please hand them to the Secretary or place them on her desk.

CLUB NOTES

By Caroline Bachich

Miss Winifred Kerr is on a two weeks' vacation in Los Angeles.

Miss Tresea Bonella of the Denver, Colorado, B. & P. W. Club was a visitor at the Club Rooms last week.

Miss Lucile Pattillo is at Woodside this week on a vacation.

The city of Oakland has given the Oakland Club $100.00 with which to advertise Oakland and invite the National Federation to meet in Oakland next year. The delegates will take California poppies and Lake Merritt ducks to the convention at Des Moines in July.

Among the members at the dinner on June 15th whom we have not seen for a long time were Mrs. H. Ferns, Mrs. H. A. Blockburger, Mrs. Leola Good, Mrs. Belle DeGraf, Miss H. G. Lawrence, Dr. Alice Goss, Miss Julia Howie, Miss Jennie Hoyle, and Mrs. Harriet Sweezy.

Mrs. A. H. Brace had as her guests "five little girls from Washington," whom she hopes to make members.

The third quarterly meeting of the Board of Directors of the State Federation will be held in San Francisco on July 18th. Breakfast will be served at 11 o'clock (the place will be announced later). The meeting will be in the Club Rooms at 445 Sutter Street, at 1 p. m. Club members are invited to both meetings.

Miss Oristella Taber, editor of The Business Woman, has returned from a vacation spent in Los Angeles and San Diego. During her absence her place was most ably filled by our versatile Vice-President, Miss Ida M. Reed.

Those of us who had the pleasure of meeting Mrs. M. Ogilvie at the picnic at Black Point will be interested to know that she is now with her sister at Yokohama, where she expects to remain until fall.

POSITION WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

By young girl, High School graduate; knows stenography, typing, English. Willing to work and eager to learn. Address T. E. G., care BUSINESS WOMAN, 447 Sutter Street, San Francisco.

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SUGGESTIONS FOR YOUR VACATION

"After Noon," by the author of the delightful "Madam Claire" and "Nina," Susan Ertz, is a pleasant and entertaining account of the love stories of a middle-aged English father and his twin daughters, which possibly comes under the head of Margery's "light summer reading for light summer brains," but is surely much more than that, as Miss Ertz draws a keenly analytical picture of the misunderstanding arising between the father and the very nice American lady he falls in love with, through their different temperaments, training, points of view, and, alas, through the lady's deplorable lack of the Englishman's delightful sense of humor. Miss Ertz closes the story with a blithe demand and apparent hope that Lydia will indulge in no more orgies of misunderstanding and self-pity, but I very much doubt it. They may *speak* American, but we do not always understand them, nevertheless.

"Oh Genteel Lady," by Esther Forbes, I gambled on, and won, to my surprise, as I knew neither the demure young woman nor her creator. Possibly Miss Kelly can tell us more about Esther Forbes. At any rate, I found the story delightfully different, a very real and human young woman at war with her early Victorian training and ideas of what is really nice and lady-like, with a desire to live her own life and think her own thoughts, write, draw and travel as she pleases, but at times struggling with the training drummed into her from little girlhood that maybe the thoughts she is thinking and the drawings she really wishes to draw, and the desire to travel by herself are crude and common. Poor little genteel lady! However, she sets out from New York, travels to Italy, and later to England, where she interviews for the Boston magazine on which she is employed, the Brownings (these in Italy, though), the poet laureate, Tennyson, Harriet Martineau and several other English literary lights of a time I believe to be shortly before our Civil War. Some of these writers are real and some imaginary. Read "Oh Genteel Lady." I think you will feel that it is worth while, owing to the fact that it is placed in a period not so frequently used by novel writers, and is refreshing and a little bit different. There is a strong-minded woman's righter of the early days whom you will like, too.

ETHEL L. MAXWELL.

TO SOFTEN THE TONE OF A TALKING MACHINE

The raspy sound in any talking machine will at once disappear and a mellow, sweet tone take its place if to the little wire on the reproducer is added a simple device.

Cut a medium-soft pencil eraser into a half-inch cube and on one side make a slit so that when slipped onto the metal strip already mentioned, it will hold well.

Slip it on, that's all, and then play a record to see what a change it has made.—*Christian Science Monitor.*

HELPFUL

A Georgia farmer once wrote to his local newspaper asking: "What the Sam Hill is the matter with my chickens? Every morning I find one or two of them keeled over and cold as a brick." To which the obliging editor replied: "They're dead, pardner—they're dead."—*The Recorder.*

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San Francisco Business and Professional Women's Club

Vol. 3 JULY 3, 1926 No. 26

Weekly *Program*

DINNER

TIME—July 6, 1926, at 6:15.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY.

Please make reservations early at the Club Rooms—Kearny 3416.

THE EVOLUTION OF AN INSURANCE BROKER

My business training began in my mother's millinery store in a small Wisconsin town in the days when stores opened at 8:00 a. m. and closed only when the last customer chose to depart. Being just 15 years old and lacking in self-confidence at first, I knew little of the art of selling, but did know the importance of keeping a customer interested until a more efficient saleswoman came to my rescue. Between customers I sewed in the workroom, prepared meals when we could not get "help," and supervised the general welfare of two younger sisters.

Having been forced to leave school because of ill health, I consoled myself with plans for a musical education later on, as I had a talent for the piano and hoped to become an accompanist. In due time arrangements were made for such training in Chicago, but my health was not equal to the strain—hence I had to relinquish that dream.

Some glowing tales, accompanied by beautifully illustrated literature, lured me to southern Idaho in 1910 to a position which proved mythical on my arrival. There was little choice in a new town of less than one thousand population; but I had been successful in amateur kodak finishing for myself, and so I hung out a shingle and did that work for a year. Then I was asked to take charge of a dry goods department just being opened. I accepted and remained for four years, when I suffered a so-called nervous breakdown. The various women's organizations had not at that time succeeded in obtaining a nine-hour law for Idaho women, and the consequent working hours entailed in confining work may have been partially responsible for tiring me out; but I shall always feel that the real reason was a suppressed desire to teach the dear public to say, "I'd like three spools of white thread No. 50," instead of requiring me to ask three separate questions in order to elicit the same information.

After a rest in northern California, while en route to Los Angeles for the winter, I stopped in San Francisco for the first time during the Exposition in 1915, and said then that I'd consider it a privilege to live here, but had not the remotest idea that I ever would.

Preferring lighter work for a while, I went from Los Angeles to La Jolla, where I spent six months caring for children, working in tea rooms, playing a church organ, and engaging in several other novel and interesting employments. Then to Portland, Oregon, selling dry goods again until I accepted an offer to travel for a publishing concern—making collections and soliciting advertising. This position called for the utmost patience, tact and diplomacy, but I liked it better than anything I had ever done and so stayed with it for six years.

However, such travel permits of almost no social life for a woman, and in my case the compensation was not commensurate with the sacrifice of being separated from home and family for six months to a year at a time. The possibilities of advancement in this position were limited, so far as a definite future was concerned, and I wanted to progress to something where I could use my head still more and my feet a little less.

I had been interested in life insurance for some time, but hesitated to make a change from an assured financial income to an uncertainty until a little over two years ago, when I burned my bridges, joined the family, who had in the mean-

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time moved to San Francisco, and entered my present work—one in which I expect to continue for the rest of my life. To me it is an ideal work, either when planning with people for the protection of those near and dear to them, or with individuals who have no obligations to others, but who wish to arrange for future financial security.

As I look back I realize that each former line of endeavor contributed something of value in life's stepping-stones, and I am glad I was forced into various lines, all broadening and imparting a better understanding of life and human nature—which, after all, is one of the greatest assets one may possess.

CELIA A. O'BRIEN,
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A GUESSING CONTEST

After the honeymoon they were visited by a friend of the bride, who asked how they were getting along.

"We are so happy that we laugh until we cry," replied the young wife. "My husband paints and I cook. Then we both guess what the things are meant to be."—*Argonaut.*

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EVENTS

What a wonderful time we had on our trip to Mt. Hamilton! Thirty-seven of us made the ascent and had a close-up view of the moon and the planet Saturn. The night was perfect, and the drive up the mountain was of itself well worth the effort.

Now the Events Committee has another treat for us—a trip to Mt. Tamalpais on Saturday, July 17th. Take the Sausalito ferry boat that leaves San Francisco at 4:15 p. m. The train will be waiting for us at Sausalito and will take us up the mountain, arriving at the summit at 6:15 p. m., where dinner will be served. We leave the summit at 9:25 p. m. and arrive in San Francisco at 11:25 p. m.

The time outlined is the best part of the day, giving an opportunity for a beautiful view of the sunset, as well as ample time between dinner and leaving hour to view the surrounding country by moonlight.

The rate for a party of not less than 50 persons is $3.70 per person. This includes the trip up the mountain and dinner.

Let's all go. Make it a men's day and ask husbands, brothers and any men friends you may have; and of course your women friends are welcome, too. Miss Clements is inviting the visiting clubs that are coming for the quarterly meeting of the Board of Directors of the State Federation that takes place the following day.

Warm clothing should be worn, as it is cool on the mountain at night.

CLUB PINS

Don't you want one? If you do, please let Mrs. Burlingame know at once. She has three requests, but it is necessary to have six before she can place an order. The price is $3.50.

THE DRAMATIC SECTION

On July 13, 1926, at 7:30 p. m., at the Club rooms, we will read "Adam and Eva," by George Middleton and Guy Bolton. Bring books if possible.

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CIVIC EDUCATION SECTION MEETS

Those who attended the meeting of the Civic Education Section at the Club rooms Monday evening, June 21st, learned much about juvenile delinquency — some of its causes, some measures used in dealing with it, and some suggestions as to methods that might be applied to prevent it—due to the fact that the Section enjoyed the privilege of having as its guest for a short while Mr. Astredo of the Juvenile Court. Mr. Astredo answered in detail the many questions asked, and extended a cordial invitation to the Section to inspect the Detention Home. After his departure there was general discussion of the subject, and a committee was appointed to visit the home and report at the next meeting.

As juvenile delinquency will be discussed further at that time, it is suggested that those planning to attend read "The Revolt of Youth," by Judge Ben Lindsey of the Denver Juvenile Court.

The Section has outlined a program well worth while. All Club members are invited to attend its meetings, which will be held on the fourth Monday of each month.

ETHEL JONES

MEETINGS PAST AND TO COME

On June 22nd the California Health Food Service of Oakland gave us a luncheon consisting entirely of their products. The food was much enjoyed, as were also the talks given by two of their representatives, in which they told us something of the components of their foods and the reasons for them.

The next meeting, on July 6, 1926, will be our regular business meeting, and will be a dinner. Don't think because it is a business meeting that it will be dull. They are some of the most interesting ones that we have.

We regret that owing to the fact that these meetings are for members only, it is not permissible to report them. In many respects they are the most enjoyable gatherings that we have, but if you want to know more about them it will be necessary for you to attend.

LIKE OTHERS

"What are you getting out of your car these days?" asked Jim of his neighbor.

"Parts I didn't know existed," was the disgusted reply.

POSITION WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the Club, 447 Sutter Street.

By a University of California graduate law student that will give her practical legal experience. Address, E. N. A., Kearny 3416.

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THURSDAY NIGHT AT THE CLUB ROOMS

Thursday evening, June 24th, we expressed our appreciation of the co-operation of those who advertise in THE BUSINESS WOMAN by an informal reception at the Club rooms. Despite the fact that June is a popular vacation month, we had a large attendance from both members and advertisers. Miss Taber and Mrs. Riley were joint hostesses.

Mrs. Wiltse, who formerly held membership in the Omaha B. & P. W. Club, gave us an intimate picture of the city of Omaha, and of its club. Exchange of experience is always fascinating and illuminating. I am sure those who were fortunate enough to hear Mrs. Wiltse speak were impressed with the ways and means of Omaha's accomplishments and how it takes its place in civic and social affairs.

During June the At Homes have offered entertainment as well as the social atmosphere. The plan has emphasized the value of the talent available in our own ranks, and that our cosy Club rooms give a fine setting for these informal gatherings.

Our Thursday evening gatherings have been a great success and we want more of the members to come up, as it gives us all a better chance to get acquainted and incidentally spend a pleasant evening.

On July 8th we plan to play cards—five tables—whist or bridge—while there is sure to be a game of checkers.

MAY S. RILEY,
ISABELLE E. BANZ.

CLUB NOTES

By CAROLINE BACHICH

At the last luncheon, Mrs. M. Trust, President of the Women's Traffic Bureau of San Francisco, was present, the guest of Miss N. G. Lawrence. We also had the pleasure of meeting Miss Minnie Barieau of the Business and Professional Women's Club of Lindsay.

Miss Lillian Wendemuth has just returned from a three weeks' business trip through Modoc and Lassen Counties.

Miss Ida M. Reed spent the week end in Napa and Davis. She leaves Wednesday for her vacation, which she will spend at Montesano. Mrs. A. H. Brace is to accompany her, and she will be joined for the week end by Miss Olga Dahl and Mrs. Holly Todd.

Mrs. Grace Perego, Realtor and Builder, attended the Women's Conference of the State Real Estate Association recently held at Pasadena. She addressed the Conference on "The Woman Realtor-Contractor, Her Problems and Opportunity," and as chairman of the Resolutions Committee, she introduced a resolution to the effect that all Real Estate Boards shall extend the courtesy of membership to all eligible brokers, regardless of sex, and accord the same consideration to those who are members. Eighty-five women realtors were present.

"HELLALULJA"

It was a typical negro revival service, and the minister had just appealed to the pent-up audience to "hit the sawdust trail."

One buxom young debutante arose and cried: "Last night I was in the a'ms of the debil, but tonight I is in the a'ms of the Lawd."

Voice from the rear: "Is you gwine t'be occupied tomorrow night, sistah?"

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The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JULY 10, 1926 No. 27

Weekly *Program*

LUNCHEON

TIME—July 13, 1926, at 12:15.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Margaret Mary Morgan.

SUBJECT—How—When—Why.

CHAIRMAN OF THE DAY—Miss Z. Clements.

Please make your reservations early at the Club Rooms—Kearny 3416.

THE WILD WORLD

It was my privilege the other afternoon to attend a three-hour session of the convention of the Pacific Coast Division of the American Association for the Advancement of Science. (Some name—and the only abbreviation for it, in initials, is a long-drawn-out AAAS, which is not sufficiently complimentary to be permissible!)

The subject was "The Constitution of Matter" and was presented by two chemists, a physicist and an astronomer. The remarkable thing about the four was their youth—not one was out of his thirties—and the fact that one of them was a woman, Dr. Hertha Sponer of the Physical Institute of the University of Goettingen, Germany. This comely young woman handled diagrams, formulæ and abstruse theories in what was to her a foreign language with a certainty and an offhand confidence which were bewildering.

Much of the material was far over my head—indeed, it was but dimly intelligible, I should judge, to a fair proportion of the audience, whose special scientific studies lay in other fields, but out of it even the layman could catch a glimpse into a strange new universe. Gone is our solid world, comfortably made up of well-known elements, each after its own kind in a fixed amount, unchanging to all infinity. The universe, we learn, is constructed out of one substance, hydrogen, or — to make the picture still more evanescent—of a series of small nuclei of that neutral something (or nothing) called "mass," bearing positive electric charges, surrounded by whirling electrons of negative electricity.

The only reason chemical substances look and act differently, that tin is not sulphur, for instance, or gold oxygen, or ice cream a ham sandwich, is because of the different degrees of electric charge carried by these nuclei and the number of satellite electrons attached in their train. In a gaseous state we have little isolated groups of atoms clinging to one another like passengers on an escaped balloon, soaring in a terrible isolation through spaces as vast as those of the solar system, speaking in comparative terms. These same busy little atoms are much more closely associated in liquids, but in no fixed relationship, one to the other, the oxygen and hydrogen atoms in a drop of water squirming and twisting about each other like ants when their nest is wrecked. Once freeze the drop, however, and the little chaps link themselves in a rigid racklike formation not unlike the iron framework for an apartment house.

There is no difference between matter and force—both are electrical phenomena, but they represent different states of motion or balance. Heat has weight, we learn, and light has mass, and both are affected by gravitation.

Occasionally a wild electron or charged bit of matter will fling itself off into space in the form of a radium or an X-ray emanation, careering between atoms like a mad driver on Market Street, glancing off some and colliding with others, finally, perhaps, with a lucky hit, shattering a nucleus and knocking electrons in all directions like the apples from a vegetable cart. Whereupon mercury becomes gold (if the fractured nucleus belonged to a mercury atom) and the dream of the middle ages comes true. It does not need even such an outside agent to accomplish the alchemist's change, however. Probably the radio-active substances do not stop with lead, but continue down the scale—indeed, we may regard every substance we know, except hydrogen itself, as changing slowly into something else.

One delightful term which occurred again and

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Terese Forman — Mrs. D. R. Withers

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again in the discussion was the phrase "excited atoms." The term was used in its electrical sense of "charged," but its non-technical connotation conveys very exactly the picture of the agitated internal structure of our supposedly calm and inert world which was presented to the imagination. What wonder we have thunder storm and spring love and earthquakes? If you let the atoms become excited enough, anything may happen!

CLOTILDE GRUNSKY.

A NATIVE DAUGHTER MUST HAVE WRITTEN THIS

How happy we San Franciscans should be, to live in a beautiful city, with an ideal climate that puts pep in one,—good fresh air from the ocean and bay, and for those who desire a warmer weather, a trip across the bay soon lands one to their heart's desire; for instance, Marin County, with its beautiful scenery and where for miles around can be seen our most wonderful Mt. Tamalpais! So that all of our Club members and their friends can take advantage of such a trip, our Chairman of the Events Committee has arranged a trip to Mt. Tamalpais on July 17, 1926, notice of which will be found in another column.

I. E. B.

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HO FOR MT. TAMALPAIS!

Our indefatigable Events Committee has a great treat for us—a trip to Mt. Tamalpais on Saturday, July 17th. Take the Sausalito ferry boat that leaves San Francisco at 4:15 p. m. From Sausalito the train takes us up the mountain, arriving at the summit at 6:15, when dinner will be served. We leave the summit at 9:25 p. m. and arrive in San Francisco at 11:25.

The rate for a party of not less than 50 persons is $3.70 per person. This includes the trip up the mountain and dinner.

Come and bring your friends. The Chairman of the Events Committee extends a special invitation to the husbands, brothers, cousins, et al.

Warm clothing should be worn, as it is cool on the mountain at night.

THE DRAMATIC SECTION

On July 13, 1926, at 7:30 p. m., at the Club Rooms, we will read "Adam and Eva," by George Middleton and Guy Bolton. Bring books if possible.

BREAKFAST WITH THE FEDERATION DIRECTORS

Don't forget the breakfast given for the Board of Directors of the State Federation, Sunday morning, July 18th, at eleven o'clock, at the Women's City Club at their beautiful new building at 465 Post Street. We are all invited. The price is eighty-five cents. Make your reservations with Mrs. Burlingame, Kearny 3416, before July 10th.

CLUB NOTES

By CAROLINE BACHICH

We were pleased to see so many out-of-town guests at our last dinner meeting. Mrs. Leola M. Good had as her guests Dr. Schell, Past President of the Tucson, Arizona, B. & P. W. Club and just elected President of the Arizona State Association of Optometrists; Dr. Flemming, optometrist of Bisbee, Arizona; Mrs. Jensen, member of the Bakersfield B. & P. W. Club; Mrs. Ketchum, whose husband is president of the Los Angeles

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School of Optometry; Mrs. Rushton of Monterey, Calif., and Mrs. A. F. Cummings of San Francisco.

Miss Lydia Floan also had five guests: Miss Gudrun and Miss Grandburg of Portland, Oregon; Miss Brandt Miss Hossman and Miss Saxelin of San Francisco.

Mrs. Mabel T. Johnson had as her guest Mrs. Degen of New York.

We missed Ida Reed's smiling face, but the writer received a card from her stating she is having a wonderful time.

Among others on vacation this week are Mrs. Jessie Scott and Mrs. Annie Little Barry.

Mrs. Anne Hasty has just recovered from an attack of poison oak.

Have you noticed the poster in our Club Rooms of the Little Opera Comique? These operettas are given on Monday, Tuesday and Wednesday of each week, and they are well worth attending. The price is only 50 cents.

We were very glad to have Miss Agnes Duffy with us at our last dinner meeting, the first she has been able to attend since her illness. Though not entirely herself again, she says she is improving daily, and so from now on we shall see her frequently.

THURSDAY NIGHT AT THE CLUB ROOMS

A most enjoyable evening was spent at the Club Rooms on Thursday, July 1st. We had the pleasure of a visit from Dr. Emily Collar, former President of the Santa Rosa Club, and who is now located in San Francisco, and we are pleased to say her membership has been transferred to our Club.

Mr. and Mrs. H. W. Root of Burlingame, friends of Miss Taber, and whom many of us met on the Mt. Hamilton trip, dropped in for a little visit; while we were most pleased to meet, as guests of Miss Lydia Johnson, and we might say prospective members, the Misses Opal V. Ralston, Mary C. Jongeneel and Lillian Silberman.

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On Thursday evening, July 15th, we have a little treat in store,—one of our own members, Miss Lydia Floan, and whom we all think a great deal of, will tell us of her trip and experiences to Norway. She has many interesting things to relate.

The Club Rooms are open on Thursday evenings at 7:00.

ISABELLE E. BANZ.

HOAXED

Below are excerpts from an article appearing in the New York *Times* under date of "London, June 4": "A little Irish girl, the 19-year-old daughter of a distinguished British naval officer, has accomplished the greatest literary hoax of the century, the 'Diary of a Young Lady of Fashion, by Cleone Knox.' The book was a vivacious record of certain remarkable adventures which the diarist, supposedly a young lady of fashion in the year 1764, had in Ireland, England, France, Switzerland and Italy. Eminent critics accepted it at face value and regarded it as a valuable and authentic historical document.

"It was written by Miss Magdalen King-Hall, youthful daughter of Sir George King-Hall, admiral of the royal British navy. 'I'm afraid I knew very little of the 18th century when I began my work,' she confessed. 'I wrote the book in a few weeks, after having read several 18th century books and steeping myself in their style and atmosphere, but if I had realized so many distinguished people would have taken it seriously, I should have spent much more time and pains upon it.' No one was more surprised than the youthful author at its astounding success and universal acceptance."

ETHEL L. MAXWELL.

MEETINGS PAST AND TO COME

"Wasn't this a lovely meeting?" was the question asked and answered in the same breath at the close of the dinner held June 29th. Due to the fact that it is vacation time, the attendance was not as large as we would have liked to see it, but those who were present had a most enjoyable time. Mrs. LeRoy told us much that we did not know before about the various orchestral instruments. It is probable that any of us who may have thought of learning to play the oboe have abandoned the idea since learning from Mrs. LeRoy of the effect it might have on us.

We were also deeply interested in the demonstration given by Miss Coolidge of her system of piano teaching, in which she was assisted by one of her pupils, a child of about seven years, who showed remarkable progress.

The next meeting will be a luncheon on July 13. Our own Margaret Mary Morgan will tell us something of what she thinks of women in public life. She speaks from experience, and what she will have to say will be well worth hearing. Let no member miss it.

AN OBLIGING CONDUCTOR

"Get aboard, sir, or you'll miss the train," the conductor cautioned.

"Just a minute," the traveler said, "I've got to kiss my wife good bye."

"That's all right, old man, "said the conductor, "get aboard and I'll do it for you."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication

San Francisco Business and Professional Women's Club

Vol. 3 JULY 17, 1926 No. 28

Weekly B&P WC *Program*

DINNER

TIME—July 20, 1926, at 6:15.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—Miss Ethel Richardson, Assistant Superintendent of Education, Chairman of Adult Education.

CHAIRMAN OF THE DAY—Miss Ida J. Lord.

Please make your reservations early at the Club Rooms—Kearny 3116.

(The poem printed below was sent in with the following note: "I have a suppressed desire to get the enclosed contribution off my chest. If you don't like it, please put the blame on the 'excited atoms' which Miss Grunsky wrote about." We like it and so here it is.—EDITOR'S NOTE.)

'PLAINT OF THE VACATION "ROLL" OF A BUSINESS WOMAN

For fifty weeks I'm watched with care;
She scans me with an anxious eye,
And joys to see me plumper grow,
For she will spend me by and by.

Of course I'm robbed a time or two
For pleasures which she can't resist,
And often I am but a wraith
When she completes her Christmas list.

And then when Easter time rolls 'round,
Spring frills make quite a wreck of me,
Until, at last, she takes alarm
And puts me under lock and key.

From that time on my growth is sure
And I make slow but steady gain
Until the cry, "Vacation's here!"
And my fair lady takes the train.

Two weeks soon pass, and she returns—
Sunburned and tanned,—peace in her soul.
She blithely kisses me goodbye
And promptly starts another "roll."

WINIFRED KERR.

SAN FRANCISCO AS A RESORT

(Suggested by foregoing poem)

Many years ago there was an article published in a Western magazine (it must have been *Sunset*), in which much was made of the idea that San Francisco was a good place in which to take a vacation. A story was told of a couple who for some reason were unable to go away for their vacation, and so they thought they would see just how good a time they could have right here. The result was, of course (else why tell the story), that they had a much better time than they would have had anywhere else.

Be this as it may, it is nevertheless true that one may spend two weeks very pleasantly in San Francisco and then not exhaust its possibilities in the way of entertainment. There are few towns that offer the variety of scenery. If you want mountains, you have only to look about you. Rome that sat upon her seven hills had nothing on this town. If you must go to the seashore, five cents will take you there. No need to go to Catalina Island to view the seals—we have them on Seal Rock right at our door. Are you fond of boating? Go to Stow Lake in Golden Gate Park and row, and perhaps if you are lucky you may see a baby swan—certainly ducks.

Golden Gate Park alone would require two weeks' time for full exploration, not including the museums, which are well worth more than a passing reference, but the limits of this article would not be sufficient to do them justice.

One of San Francisco's beauty spots, and one that is not nearly as well known as it should be, is Fort Mason. Charmingly situated, it has much natural beauty, to which the gardeners who have had the care of it have added by planting trees,

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shrubs and flowers wherever there was room for them. There is nothing more enjoyable than a walk along the paths that twist and turn up and down the terraces. A fine view of the bay may be had from almost every point.

The foregoing are only a few of the sights and spots in and about San Francisco that are well worth seeing. How many others are there that you know about? Tell us about them, where they are and how to get to them. Let's have a know-your-town contest and see who knows it best. When you send in your list of the sights and spots that you know personally, tell how long you have lived in San Francisco, so as to show whether a native daughter or an adopted one knows and loves its mother best.

AMONG THE CLUBS

We learn from *The Spokeswoman* that the directors recently wrapped 9,000 prunes, donated by the San Jose Chamber of Commerce to be sent to the national convention at Des Moines. They are planning to take candied apricots to the convention at Hollywood.

This very live club is, we learn from the same source, planning a new club house.

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LAST CALL FOR TAMALPAIS

If you have not yet bought your ticket for the Tamalpais trip, don't put it off any longer, for tomorrow (Saturday), July 17th, is the day. Take the Sausalito ferry boat that leaves San Francisco at 4:45 p. m. From Sausalito the Mill Valley train takes us up the mountain, arriving at the summit at 6:45 p. m., when dinner will be served. We leave the summit at 9:25 p. m., and arrive back in San Francisco at 11:25 p. m.

The rate for a party of not less than 50 persons is $3.70 per person. This includes the trip up the mountain and dinner.

Come and bring your friends. The Chairman of the Events Committee extends a special invitation to the husbands, brothers, cousins, et al.

Warm clothing should be worn, as it is cool on the mountain at night.

Note that starting time has been made a half hour later than was stated in last week's paper.

THURSDAY NIGHT AT THE CLUB ROOMS

We had a delightful evening, July 8th, and were glad to see members who have not been up to the Club rooms for a long time. Our gatherings are becoming more popular from week to week, and we urge all our members to attend.

We were pleased to have with us Miss Clara A. Cirkel of Wausau, Wisconsin, who expects to locate here and transfer her membership to our Club; also Miss Irene Bryan, who we hope, will soon be one of us.

Our most thoughtful member, Miss Matilda Schimpf, presented us with two hand-made towels for use in the Club rooms.

Don't forget Thursday evening, July 22nd. A good time is in store for you.

ISABELLA E. BANZ.

Magistrate: "And did you strike at the policeman?"

Prisoner: "The answer is in the infirmary."

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HAVE YOU REGISTERED?

In conversation with a man who is much above the average in intelligence and education, I asked him how he was going to vote on a certain matter. He laughed and said: "Oh, I don't vote. I'm not even registered and haven't been for years. Both parties are so corrupt that I won't have anything to do with either of them."

It seemed to me that out of his own mouth was he convicted of disloyalty to his country. If both parties are corrupt, as he seemed to believe, what better reason could he have for doing all possible to purge at least one of them? Politics will never be purified until right-thinking people see that upright candidates are nominated and elected.

The first step in the right direction is to REGISTER.

THE MEETING OF JULY 6

Were you at the last business meeting? Of course we can't tell you here about the business transacted, but we can tell about some of the more exoteric happenings.

To begin with, it was the birthday of our Honorary President, Lillian Palmer, which she celebrated by making a beginning at earning the $5.00 which she pledged to the Unique Fund. And how do you think she is doing it? By blacking shoes, no less. She appeared on the scene with a complete bootblack's outfit. She walked right up to the editor and said: "Oristella, such looking shoes I never saw. You certainly need a shine." Of course there was nothing to do but to submit to her ministrations and pay the ten cents. She was kept busy until dinner was served, and reported that when she makes as much more as made that night and two or three dollars more, she will have the amount pledged. None of us suspected that it was a birthday celebration until Mrs. Nell Palmer got right up in meeting and told us, prefacing the announcement by saying that she had a secret to tell.

SMOOTHING THE WAY

One day an old umbrella mender brought his skeleton frames and tinkering tools into the alley of my office. As he sat on a box in the sun, I noticed that he seemed to take unusual pains, testing the cloth, carefully measuring and strongly sewing the covers.

"You seem extra careful," I remarked.

"Yes," he said, working without looking up, "I try to do good work."

"Your customers would not know the difference until you were gone," I persisted.

"No, I suppose not."

"Do you ever expect to come back?"

"No."

"Then why are you so particular?"

"So that it will be easier for the other fellow—the next one who comes along," he answered simply.—*Selected.*

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

WANTED—By experienced bookkeeper, position requiring initiative and ability. A. J., Kearny 3416.

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To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

METROPOLITAN'S FIRST WOMAN LAWYER

(We are indebted to Mrs. May S. Riley for the following item, which tells of the appointment for the first time of a woman on the legal staff of the Metropolitan Life Insurance Company.—Ed.)

Miss Hilda F. DeYoe, secretary to the General Solicitor, was formally admitted to the bar on July 2d. She was graduated from the Law School of New York University in June, 1925, and passed the bar examinations in the same month. Having served the necessary one year's clerkship, she now becomes a full-fledged attorney. On the same day of her admission she was appointed a member of the company's legal staff and she thus becomes the first woman lawyer in the service of the Metropolitan.

NOT LIGHT ENOUGH

Big Sister: "I'm afraid my birthday cake is heavy."

Kid Brother: "Never mind, sis; there'll be plenty of candles to make it light."—Boston *Transcript*.

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BREAKFAST AT THE CITY CLUB

It was a very jolly crowd of something over a hundred business women that gathered in the dining room of the Woman's City Club, Sunday morning, July 18th. They came from all over the State to attend the meeting of the Board of Directors of the State Federation of Business and Professional Women's Clubs. Nearly every important town from Eureka in the north to Los Angeles in the south had one or more representatives present.

The breakfast was in charge of our own Club, with Miss Dumas at the helm—which is equivalent to saying that all arrangements were duly made and carried out as planned. President Ida J. Lord presided, ably assisted by Vice-President Ida M. Reed and Honorary President Lillian Palmer. Miss Reed introduced the Federation officers and as she did so presented each with a bud vase, the work of Miss Palmer and made with that artistic excellence which marks everything bearing the Palmer Shop stamp. Instrumental music was furnished by the LeRoy Wood-wind (or was it tin?) Orchestra, dressed in natty uniforms tailored especially for this occasion. The vocal music consisted of community singing of Federation songs led by Mrs. Florence Drake LeRoy.

After breakfast an adjournment was taken to the Club Rooms, where the business for which the meeting was called was transacted, State President Z. Clements presiding. A most interesting session was held, and ideas were freely exchanged as to the proper handling of the various problems confronting the several clubs, which will no doubt result in general benefit.

WORTH MORE DEAD

Newwed: "I insured my life for $10,000 today, dear, so if anything happens to me, you'll be well provided for."

The Bride: "Oh, how nice! Now you won't have to see the doctor about your cough."—*Legion Weekly*.

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Tuesday, July 13th.

DEAR MISS TABER:

Did you ever work on a railroad? I assure you, it is both profitable and pleasant, as I learned last evening, to be the boss of a section gang. Just sit back and let the hands do all the work, hurray! and after an evening with the recently organized Book Section of the Club, you will leave chastened and humble, which is good for the soul.

Mrs. Riley gave us a fine review of "The House," by Griffith, the ever new argument of kirche, kinder und kuchen versus the career for the woman who has real ability. (Let me suggest in this connection, if the members have not read them yet, Storm Jameson's "Three Kingdoms" and Louis Bromfield's "Possession.")

Mrs. Pinger talked of her personal contacts with the author of "An American Idyl," Cornelia Stratton Parker, and her husband, both in Berkeley and Germany, bringing us closer to one of our own San Francisco successes among the writers. Mrs. Parker has written three books which are well worth your time: "An American Idyl," "Ports and Happy Places," a delightful account of a walking trip through Germany and Switzerland, and visits to Italy and Spain with her young sons; and last, and possibly most apropos for the business woman, "Working with the Working Woman," Mrs. Parker's experiences in the various occupations for women in and around New York factories, sweat shops, laundries, where work is really work and pay small.

The idyl of the Parkers led Miss Lord to recall another book not so new, the "Life of Alice Freeman Palmer," which might have escaped our attention and should be added to our list. This is the story of the president of Wellesley by her husband, Dr. Herbert Palmer, a professor of philosophy at Harvard, and which Miss Lord says we will enjoy reading.

We also had brief reviews of "Mantrap," by Sinclair Lewis; "Chimes," by Robert Herrick; "The Silver Spoon," by Galsworthy; and "Her Son's Wife," by Dorothy Canfield Fisher. And so after an evening well spent, home and to bed. Better be among those present next time.

Yours,
ETHEL L. MAXWELL.

GOT THERE O. K.

At a railway siding a man asked the foreman if there was a job.

"What can you do?" the foreman asked.

"Anything," replied the applicant.

"All right," answered the foreman, take this oil can and oil the points and crossings up the line."

After an absence of three days the foreman received a telegram which read: "Dear sir—Arrived at Detroit. Please forward more oil."

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TO MT. TAMALPAIS

(The following verses, written by Mr. Charles Edwin Reith of this city, first appeared in "Blue and Gold," and are given here through the courtesy of Mrs. Gertrude Wise and with the consent of the author.—Ed.)

(Over the Crookedest Railroad)

No fervent fancy could reveal
The myriad mysteries you conceal.
A faithful guard, to smile disdain
At mimicry and all that's vain.
We shall approach thee,—spirits free,—
The world below we must not see.
For as the curved way winds to you,
Developing a changing view,
Always rising as we go,
Slanting upward to and fro,
A favorite shade looms in the light
And dashes quickly out of sight.
Around we turn; another tack;
Reverse again and double back.

Behold a masterly design—
Etching an ardent mountain sign,—
A post to guide, a stage to cheer,
With panorama bold and clear.
Advancing hindwards, looking West,
To wheel again and gain your crest.
Then, startled at a picture rare,
We throw delusions in the air.
You charmer in the tamest wild
That chanced to lure a venturous child,
Or sportsman bent upon a race
With denizens of hunt or chase!
There Science sits on topmost rock
To measure winds or earthquake shock.

* * * * *

Majestic Temple, firm in air,
Harboring only treasures fair,—
Reflecting, pointing, beckoning up
To the Master's Fountain Cup,
From Mill Valley's place of ease
You forged out to catch the breeze,
With robes enchanting, rich and green,
That make the mist a heavenly screen.
The Muir Woods fade beneath your feet
Like giant soldiers on retreat,
And yet beyond the distance grows
To where the proud Pacific flows.

A fiction of mingled joy—dismay—
The deceptive nearness of faraway;
And Land's End proves a fitting name,
Wrapped in fog or solar flame.
You were a secret myth to me,
Where a lost Angel's home might be,—
A Phantom that sprung from dreams or doubt—
One gladsome day I found you out.

CLUB NOTES

By Caroline Bachich

Miss Clotilde Grunsky is in Seattle this week on business.

Miss Hazel Ramon is at Richardson Springs on a vacation. Miss Lillian Lee is also away on a vacation.

Mrs. Wiltsie has joined the ranks of the bobbed, and so the good work goes on. Who'll be the next?

(Miss Bachich has been ill, and so unable to be "on the job" in her usual efficient manner. If the doings of any members have been overlooked, that is the reason.—Ed.)

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 JULY 31, 1926 No. 30

Weekly Program

BUSINESS MEETING

TIME—August 3, 1926, at 7:30 P. M.

PLACE—The Club Rooms, 447 Sutter Street.

DINNER WILL NOT BE SERVED.

DESCENT FROM THE MOUNTAIN

The gilded half moon's sail
  Scuds through the star-foamed night,
Blown slantwise by the gale
  Of our swift, silent flight;
And through the wooded hollow
The breathless shadows follow
On padded feet and swallow
  The precious crumbs of light.

To beat upon a gong!
  To rouse the world and cry,—
"Tonight is made for song;
  Wake quickly lest you die
Not having known this hour,
The wonder and the power,
The promise and the flower
  Of the mountain and the sky."

—JANICE WATERMAN.

THE OREGON CAVES

In the heart of the charming Siskiyous — 4000 feet above the sea — are the Oregon Caves or "Marble Halls of Oregon" as they are sometimes called.

The Caves are 50 miles from Grants Pass. The last seven and a half miles run over a scenic government highway. The road winds up the mountain through a wonderful forest of pine and fir.

The Caves comprise a series of chambers, immense in size, connected by natural passages and extending hundreds of feet into the heart of Cave Mountain. From the mouth of the Caves flows a sparkling stream of ice cold water. The chambers of marble are hung with great stalactites and stalagmites, which Nature's artists have been scores of centuries in forming. The various shapes are most fantastic.

The route of the trip through the Oregon Caves has been fully explored and traversed by more than 60,000 people without a single accident. The walls of the Caves are of solid marble rock and have stood unchanged for ages.

It was part of my vacation program to visit the Caves. We went 3300 feet into the heart of Cave Mountain and 1600 feet down.

A thrilling custom is indulged in by the guides. At the lowest depth the group of wide-eyed and frankly awed tourists are lined up and told to extinguish their lamps at a given signal. For exactly sixty seconds you stand, in the bowels of the earth, in *total darkness*. A full realization of how far in and at what a depth down you have traveled causes high blood pressure, to say the least. The feeling of awe lingers with you long after you step out into the glad light of day.

In our party was an Englishman, who seemed reluctant to blow out his lamp, and when the guide asked him why he was delaying the plunge into darkness, he replied: "Well, I just wanted to be certain that I had some matches of my very own before my lamp goes out." We all laughed, but when standing in the darkness and chill I decided that the Englishman was an exceedingly wise man. (Of course the guides always have a plentiful supply of matches in their pockets.)

If ever you find yourself in the vicinity of the Oregon Caves, be sure to visit them. This is "a fine, pretty world," and we should all avail ourselves of every opportunity to view its marvels. Our minds and hearts should be storehouses of treasures gleaned here and there, as we wander about Mother Earth, from which stores we can gather inspiration for the days to come, which may not be quite so bright and active as at present. So make the most of the vacation days, and tell the rest of us about them.

ALICE M. JONES.

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OUR NEXT MEETING

Our next meeting, which will be the regular business meeting on August 3rd, would ordinarily be a dinner. This time we are going to try the experiment of having a meeting without a dinner. Come, everybody, and see how you like it. If it is a success, it will be continued, but only with regard to the business meetings. Come to the rooms as early as you like. It is a good place to wait, rest and read or meditate, as one may desire. The meeting will be called to order at 7:30.

Among other items of business to be transacted at this time will be the election of five delegates to the State Convention at Hollywood. Those nominated are Miss Caroline Bachich, Mrs. A. H. Brace, Miss Mae Cummings, Miss Margaret Mary Morgan, Mrs. May F. Riley, Mrs. Estelle V. Walker, Mrs. Gertrude M. Wise, Mrs. D. R. Withers.

HAVE YOU REGISTERED?

If you have not, remember July 31st is the last day.

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ON TO BERKELEY!

Next Sunday, August 1st, is the occasion of the first Annual Meeting of the Northern District of California of Business and Professional Women's Clubs, which will take place at a breakfast at the Hotel Whitecotton, Berkeley, at 10:30 a. m. Take either Key Route or Southern Pacific boat not later than 9:40, leaving the street car at Bancroft Way, which is about a block from the hotel. Don't miss it. You are sure to have a good time. Phone your breakfast reservations to our Club Rooms. The price is $1.00.

MISS RICHARDSON'S ADDRESS

On Tuesday evening, July 20th, our Club had the privilege of listening to one of the most interesting talks we have had this year. Miss Ethel Richardson, Assistant Superintendent of Education, and Chairman of Adult Education, held us fascinated to the end of her discourse, and all wished she would tell us as much more. She gave us many amusing incidents connected with an investigating trip she made to Italy, one of which was that all Italians know about Hollywood. They may know nothing else about America, but they do know that it is the country of Hollywood.

We hope Miss Richardson may be induced to give us another chapter on the same subject at no distant date.

PLAIN AS A MUD FENCE

An actor fell in love with a chorus girl who did not return his affection. After he had proposed to her for the twentieth time, she became exasperated, and said excitedly: "Look here, I wouldn't marry you, not if you were the last man on earth. I don't want nothing to do with you. Is that plain English?"

"It's plain enough, my dear," replied the unabashed suitor, "but it isn't English, you know."
—*The Argonaut.*

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wanted by a bookkeeper and stenographer with several years' experience in insurance, real estate and the handling of estates. Refer to M. P., care of the "Business Woman," or phone Kearny 3416 or Hemlock 6574.

ARE YOU GOING TO HOLLYWOOD?

If you are planning to be in Hollywood for the State Convention, September 2nd, 3rd and 4th, please let us know at once. The time is short, and it is important for us to know how many and who are going.

THURSDAY NIGHT AT THE CLUB ROOMS

We played cards at the Club Rooms Thursday evening, and the surprise was prizes which were won by our President, Miss Ida Lord, and Miss Baird for whist and Mrs. E. F. Ennis and Mrs. T. Foreman for bridge. Tea was then served and all expressed themselves as having an enjoyable evening.

Thursday, August 5th, will be another evening of card games, and bridge lessons may be had by those who desire them. Mrs. Riley and Miss Dumas will be the August hostesses, Mrs. Riley officiating on the first Thursday.

ISABELLE E. BANZ.

LIVE IN THE WORK

We must live in our work to do it well;
We must dwell in its spirit and bow to its spell;
We must love it and know it to make it count,
We must feel it and trust it before we mount;
We must get from it comfort and pleasure and rest,
We must live in our work if we'd do it the best.

We must live in our work, we must know what it means
To give our whole souls to it—whether it's jeans
Or velvets or satins in which we must toil,
Whether the shop or the mill or the soil,
Whether the green country lane or the mart—
We do the work best when we give it our heart.

—Author Unknown.

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

A young lady with about four years' experience, as a typist and secretarial work; an eager and ambitious worker; desires a position as a typist and general office work. Also speaks French very fluently. Address: E. R. F., care "Business Woman," 447 Sutter Street, San Francisco, Calif.

By young girl: High School and Business College experience; knows typing, stenography, English, French, and Italian. Address: C. M. S., care "Business Woman," 447 Sutter Street, San Francisco.

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UNDERWOOD'S

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CLUB NOTES

By Caroline Bachich

Mrs. May F. Riley had a delightful visit to the Oakland B. P. W. C. at their dinner program Thursday, July 22nd, at the invitation of Miss McClenigan and Mrs. Peterson. Mrs. Chandler, the recently elected Mayor of Richmond, spoke, outlining her platform. Congressman Carter told what constitutes a Representative's day at Washington, study of legislature, etc. Mrs. Saylor, Assemblywoman, reviewed California's progress from the era of mines, agriculture, into our present prosperity of commerce.

Those away on vacations this week are Miss M. Dumas, Mrs. Evelyn Tonnemacher, Mrs. Mary E. Eagles, Mrs. E. L. LeFevre, Mrs. Eleanore Walters, Mrs. Harriet Sweezy, and last, but not least, Mrs. Irma Burlingame, our very efficient Secretary.

A card received from Miss Josephine Weed says: "Greetings to all. We are about to start on a week's trip to various points of interest in Glacier Park. Wish the Events Committee could stage a week-end trip here! It is glorious beyond expression."

Mrs. M. E. Stewart and Miss Florence Attridge have just returned from vacations.

Mr. and Mrs. Clifford Heineman (*nee* Emily Forsythe) are now occupying their new home at 640 Victor Street, Ingleside Terrace.

Mrs. Persia Briggs has donated two books by A. M. S. Hutchinson to the Club Library.

We were glad to see Dr. Susan H. Hamilton at our last dinner meeting; we have missed her smiling face lately.

We were also glad to greet Miss Marie Carlton, guest of Ethel Ames; Mrs. C. D. Bruecker, guest of Miss Lord; Katherine Jeffries, guest of Lillian Hall; and Miss Staub's brother, who is Presbyterian minister at Fort Bragg.

Do not forget that the Business Meeting on Tuesday, August 3rd, will be held at the Club Rooms, 445 Sutter Street, at 7:30 p. m.

The writer spent the week-end in Tuolumne County and it was not necessary to "visit" the burned section of country, as it was all burned. All along the highway and in any direction that one would look, one could see burned mountain after burned mountain. One of the residents described the advance of the fire as a long, straight line of soldiers with red shirts marching at a steady pace towards them, with no holding them back. The little town of Quartz Mountain, that was once famous as a mining town, also one of the residences of Mark Twain, is entirely burned with the exception of a few scattered houses on the edge of town. As the town will probably never be built to any extent again, it occurred to the writer that it was rather glorious to have been famous once and then go out in a BLAZE, rather than simply falling away piece by piece. But seriously, one does not realize the horror of fire, nor the necessity of preventing it, until one goes through it, or sees the vast burned area.

DRAMATIC SECTION

The Dramatic Section will take a recess until September, when it will resume its meetings under the leadership of Miss Janice Waterman.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 AUGUST 7, 1926 No. 31

Weekly *Program*

LUNCHEON

TIME—August 10, 1926, at 12:15 P. M.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Miss Abbey Clancy, a newspaper woman of Sydney, Australia.

SUBJECT—The Australian Business Woman.

Please make your reservations early at the Club Rooms—Kearny 3416.

YOUR HOUSE OF HAPPINESS

(The following poem is published at the request of one of our members who has found it very helpful and wants to pass it along in the hope that it may help others.—EDITOR'S NOTE.)

Take what God gives, O heart of mine,
  And build your house of happiness.
Perchance some have been given more;
  But many have been given less.
The treasure lying at your feet,
  Whose value you but faintly guess,
Another builder, looking on,
  Would barter heaven to possess.

Have you found work that you can do?
  Is there a heart that loves you best?
Is there a spot somewhere called home
  Where, spent and worn, your soul may rest?
A friendly tree? A book? A song?
  A dog that loves your hand's caress?
A store of health to meet life's needs?
  Oh, build your house of happiness!

Trust not tomorrow's dawn to bring
  The dreamed-of joy for which you wait;
You have enough of pleasant things
  To house your soul in goodly state;
Tomorrow Time's relentless stream
  May bear what now you have away;
Take what God gives, O heart and build
  Your house of happiness today!

B. Y. WILLIAMS in *Good Housekeeping.*

THE NORTHERN DISTRICT MEETING AT BERKELEY

What was quite the most enjoyable District meeting we have attended was the one held at Berkeley on Sunday, August 1st. It was many meetings in one. In the first place, it was the last Quarterly meeting of the Club year, and also the first Annual meeting. In addition to this, it was President Z. Clements' birthday. She thought that nobody knew it, but she reckoned without our Sunny Tillie. She knew, remembered and told one or two. The result was that much to her surprise Miss Clements was presented with a birthday cake on which were five candles—one for each of the senses which almost left her when the surprise was sprung.

The meeting was well attended—16 were there from our own Club—San Jose was well represented as she always is. Several other clubs sent a goodly number. Phoenix, Arizona, had one representative, Miss C. Louise Boehringer, State Membership Chairman.

Miss Zanette Potter led the singing, and when she leads, everyone that can make any kind of a musical noise follows. Books were plenty and we all sang.

We didn't bring back the silver cup—the prize for the greatest amount of publicity secured. Oakland was the winner, showing over 600 inches.

The result of the questionnaire which had been sent to the various clubs asking them to state whether they wished the matter of joining the National Federation to be discussed at the next State Convention was announced and showed that 10 of the 19 clubs belonging to the Northern Dis-

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trict voted in favor of it. A resolution was therefore drafted accordingly.

Officers for the ensuing year were elected, the new President being Miss Annie Woodall of Berkeley, who for the past year has been the District's Recording Secretary.

Miss Mildred Campbell, of Chico, was elected Vice-President; and Miss Josephine Hogan, of Stockton, who, we are very glad to state, is one of our own members, is the new Treasurer.

After the meeting had adjourned we were taken in automobiles for a beautiful drive to various points of interest and then to the Oakland Club House, where tea was served and a delightful musical program was given.

Thus ended one of the most interesting meetings of the year.

SCRAMBLED INVENTIONS

Bride (over the telephone to hubby): "Oh, Honey, can't you come home right away? I've mixed the wires in some way. The radio is getting covered with white frost, and the electric icebox is singing 'Way Out in Kansas.'"—*Union Pacific Magazine.*

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THURSDAY NIGHT AT THE CLUB ROOMS

Thursday evening, July 29th, an informal reception was tendered Mr. and Mrs. John (Jack) Long, our most recent bride and groom. They are better known to all of us as Mae Barr and Santa Claus. Both have done a great deal for the Club, and we were all very glad to have this opportunity of showing our appreciation of it.

Through the courtesy of Mrs. Florence Drake Le Roy we were favored with vocal selections by Mr. Courtney, accompanied by Miss Coolidge.

Refreshments were served; those who wished it were given a piece of wedding cake to dream on, and everybody went home happy.

As hostess on Thursday evenings during July, I wish to state that I have greatly enjoyed receiving members and friends at the Club rooms. I hope that all who have not as yet dropped in will make a special effort to do so. Come any Thursday evening—there is always someone to welcome you.

During August many of the members will be returning from their vacations. Most of them will have much of interest to recount, and so we shall leave Thursday evening open for informal conversation and get together parties, with cards as usual.

ISABELLE E. BANZ.

SAFETY FIRST

"Ah can't come to wuk dis mawnin', boss," a hardware man's colored porter informed him on the telephone. "One ob de chillun's got smallpox, an' us is all quarenteed in."

"That's too bad, Mose," replied the dealer. "Are you being careful to prevent it from spreading among the rest of your family?"

"Ah sho' am!" was the emphatic response. "Us is all drinken' outen one ob dem sanitary cups."—*Good Hardware.*

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CLUB NOTES

By Caroline Bachich

Those on vacations this week are: Mrs. Rose Mainprice, who motored to Los Angeles; Mrs. Josephine K. Rice, who is in Honolulu; Mrs. L. McReynolds has gone to Alaska and intermediate points; and Viola Hawk has gone we know not where. Mrs. McReynolds sent us a card from Jasper showing The Cirque, Robson Glacier and Mt. Resplendent. She writes: "This is a wonderful place. Have been into Alaska, too. Enjoying every minute."

Have you seen Clotilde Grunsky? If not, look-see. Many pretty compliments have been heard regarding her newly bobbed head.

We were glad to greet Carol Bradley at our last luncheon.

Miss Caroline Nunlist has gone East and is soon to be married to Dr. J. Remus Wright, physicist of the Standard Oil Company of New Jersey. They will spend their honeymoon playing golf on the various New England courses, and later will make their home somewhere in New Jersey. Miss Nunlist is one of our old members, and we are very sorry to lose her. She was Chairman of the Program Committee during the years 1922 and 1923.

'TWAS EVER THUS

H. G. Wells is credited with the statement that woman has never inspired man to do any really worth-while work, such as the building of bridges, the painting of great pictures, the composing of beautiful music, or any other achievement.

Such being so, although we had never suspected it, perhaps we would better abandon the idea of vicarious expression through man, exchange the thought of inspiration for active perspiration, and do our own expressing, as in the days when Eve shook the apples off the tree that she was unable to inspire Adam to climb.

Suggested by Lillian Palmer.

OUR NEXT LUNCHEON

Miss Abbey Clancy, an Australian newspaper woman, will be the speaker at our next luncheon and will tell us something about the business woman of that country. According to a recent article in the San Francisco *Chronicle*, Miss Clancy represents two Sydney newspapers, and is the only woman ever to sit in the press gallery of Parliament in New South Wales. Don't miss this meeting.

NOW YOU TELL ONE

A mule and a Ford are said to have met on the highway.

"And what might you be?" asked the mule.

"An automobile," answered the Ford, "and you?"

"I'm a horse," replied the mule.

And they both laughed.—*Christian Evangelist.*

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MARY

(The following is from Mother Goose—we think it should be Mother Owl—Pursery Rhymes. We consider this one especially appropriate because several of our members have recently married, and even a business woman is sometimes thoughtless.—EDITOR'S NOTE.)

Mary found the man she loved—
And married him one day;
That changed her name from Mary Pratt
To Mrs. Richard Day.

Now Mary's little bank account
Was in the name of Pratt,
But as she proudly signed M. Day,
She never thought of that.

Soon indignant creditors
Began to pounce upon her,
Demanding why their lawful checks
The bank refused to honor.

Mary had a little cry,
Then to the bank she came
To find out who had dared besmirch
Her precious good new name.

Of course the teller had to tell—
Although 'twas most distressing,
To prove to her, a blushing bride,
That banks can do no guessing.

Now Mary bids all little lambs,
Who for good service hanker:
"When contemplating change of name,
Announce it to your banker."

Written by HELEN M. KNIGHT.
Published by Bank of Italy.

EVIDENCE NOT AVAILABLE

Mandy, weary of matrimony, had brought suit for divorce on grounds of cruelty.

"You say," asked the judge, "that your husband threatened you, a defenseless woman, with a wooden rolling pin?"

"Yassur. Dat's what he up an' done."

"Can you produce the rolling pin?"

"Nossuh. Ah's 'fraid not, suh. Yo' see, Ah just tuk it away f'um him at de time, an' busted it over his haid."—*American Legion Weekly.*

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Vol. 3 AUGUST 14, 1926 No. 32

Weekly Program

DINNER

TIME—August 17, 1926, at 6:15 P. M.
PLACE—Bib and Tucker Tea Room, 334 Sutter Street.
PRICE—$1.10.

SPEAKER—Major Fred R. Kerman, Assistant Vice-President, Bank of Italy, In Charge of Advertising and Publicity.
CHAIRMAN OF THE DAY—Miss M. Dumas.
SUBJECT—Let's Advertise.

Please make your reservations early at the Club Rooms—Kearny 3416.

THE "WELCOME HOME" DINNER AT THE OAKLAND CLUB ROOMS

By Winifred Kerr

A dinner was given at the Oakland Club on the evening of August 5 in honor of the delegates who attended the National Convention at Des Moines and who secured the 1927 convention for Oakland. About 150 were present, including representatives from Alameda, Berkeley, San Jose, Berkeley Junior and Oakland Junior and San Francisco Clubs. Eight of our members attended, including our President, Vice-President and two Directors.

The program consisted of reports from the five delegates, each covering some phase of the convention. Miss Saylor, President of the Oakland Club, told how the convention was secured for Oakland, and spoke in a general way of her impressions of the convention. Miss Woodall of Berkeley spoke at further length on "Impressions of the Convention," stressing the point that it was a "friendly convention." Mrs. Ruth Penberthy, the San Jose delegate, spoke of "Contacts" and mentioned by name a number of the delegates from all parts of the United States who are prominent in their particular lines. One delegate who was referred to several times was the woman from Idaho, who owns and manages fifteen ranches, and still has time to sell real estate and insurance.

Miss Leonard spoke on "Social Contacts" and told of the many delightful affairs that had been provided for their entertainment. She said everybody was very friendly to the California delegation, for almost every one in Des Moines has either been in California or has some friend or relative living out here.

Miss Zanette Potter closed the program with her narration of "Thrills and Near Thrills." Evidently there was "something doing" for the California delegation from the time it left Oakland until it returned, and their typical California enthusiasm had a great deal to do in getting the next convention. Miss Potter had a practical demonstration of what results could be obtained from California songs given under her leadership, and it is no wonder that she now says that the Hollywood convention in September is to be a "singing convention."

Oakland has already set to work to prepare for the 1927 convention. The general chairman has been appointed; she will have about fifteen other chairmen working under her; and they are looking to the other Clubs in the Bay region to help put the convention over and make it the biggest, finest one the National Federation has ever had. San Francisco will be asked to help, too, so let's be ready when the time comes to demonstrate that "California Knows How."

OUR COMING DINNER MEETING

At the next dinner meeting, August 17th, we are to have the privilege of listening to Major Fred R. Kerman, Assistant Vice-President of the Bank of Italy, in charge of Advertising and Publicity, and one of the best known and most successful advertising men on the Coast. In his talk he will consider advertising from a practical standpoint, will speak of advertising as a business, and will have many things to tell us from his years of experience in this particular line. He is well worth hearing. Don't miss this meeting.

Incidentally, Major Kerman is to arrange our Hollywood exhibit.

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THURSDAY NIGHT AT THE CLUB ROOMS

DEAR MISS TABER:

The postscript is claimed the important part of a woman's letter. And so we may say that when Miss Johanna Heim, last Thursday evening, gave us further and impromptu intimate glimpses into her Mexico trip, we had a most entertaining addition to the outline she gave the club some time ago. In fact, she so re-enthused us that she has been persuaded to continue next Thursday, August 17. Miss Heim will also display pictures she obtained, of which much fame has already gone forth. Those desiring copies and enlargements can have them. It will be Miss Heim's evening, and that is sufficient to say it will be more than worth while.

It gives me greatest pleasure to say that Mrs. Mabel Pinger has joined the Hostess Committee. She answered my call for a volunteer and you can imagine my eagerness in accepting. Mrs. Pinger's talent for club work has already been demonstrated, and in the role of hostess we shall have another evidence of her splendid abilities. Mrs. Pinger will receive during September.

The Book and Civic Sections are really vital items. Last Thursday evening someone said, "Have you read an interesting book for next meeting?" That started it, and for the next half hour we had a prologue to the August 9 Book Section meeting. You see, we don't confine ourselves to books for just one evening,—we must be thinking books right through the month.

We had the pleasure of meeting prospective members, new members, and old. Three members of the Visalia B. P. W. C. were introduced by our Miss Wilson. The well-attended and enthusiastic At Home last Thursday prophesies a delightful social season through autumn and winter. The poet sings of "home-keeping hearts." You'll find them at your Club every Thursday evening.

MAY F. RILEY.

OUR CLUB EXHIBIT AT HOLLYWOOD

You have all heard about the exhibit feature of the Hollywood Convention. A better way could not have been devised of showing what the various club members do and how they do it. We want our exhibit to be a complete picture of our club members as they really are. In order to do this it will be necessary that each one do her part and send in the tangible thing that will represent her best. If your business is such that you cannot do this, then send in your photograph with a typewritten item telling of your work. DO THIS AT ONCE, AS THE EXHIBIT MUST BE ASSEMBLED EARLY NEXT WEEK.

Through the courtesy of The Emporium this exhibit is being assembled without cost to us except the expressage to Hollywood and return. Thanks to our Emporium member, Miss Viola Rogers.

Get busy, please; and send your exhibits to me, care of the Women's Banking Department, Bank of Italy, Powell and Market Streets. Let's all work together and put this over big.

MARGARET DAILEY.

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CLUB NOTES

CAROLINE BACHICH

One of our members, Mrs. Mary K. Solari, had the pleasure of entertaining Princess Louise and her lady in waiting for luncheon last week at Solari's Grill.

Mrs. A. F. Cosgrove was ill for a few days, but has entirely recovered.

Mrs. Marie Jensen was bitten by a dog, and her friends send sympathy and hope it was not serious.

Miss Lillian Elias has started on a month's vacation to Portland, Seattle and the Glacier National Park.

The Salts Committee is now salted away. They have sold the last ounce of salt, also sugar, and now the Club possesses another P. G. & E. share.

The last heard from Carolyn Nelson she was in Southern France on her way to Italy.

Miss Viola Rogers has gone with the Sierra Club on a hike to the High Sierras.

Miss Willa Louise Hyatt of Morgantown, West Virginia, visited the Club rooms recently. Miss Hayatt is considering making San Francisco her future home and we hope she may be induced to do so.

We see by the published notice of the coming State Convention that our Club is to have two representatives among the officers: Miss M. Dumas as Auditor and Mrs. Clotilda Gabriel as Chairman of the Membership Committee.

Mrs. Irma Burlingame, our Executive Secretary, has returned from her vacation and is again to be found at her post of duty.

A DINNERLESS BUSINESS MEETING

Were you there? How did you like it?

About forty-six attended the business meeting held the evening of August 3rd in the Club rooms. Some had felt a bit doubtful of the success of such a meeting, but no one felt that way after it was over. Whether it was the fact that being in our own rooms made us feel more at home, we do not know, but certain it is that there seemed to be a complete absence of restraint or self-consciousness. No one appeared to hesitate to say whatever one had to say. Members who had never been heard before, spoke and didn't mind it. It was the consensus of opinion that the Club rooms are unquestionably the place for business meetings.

DOUBLE MEANING

A man had a slight difference of opinion with his wife. But he acknowledged his error quite generously by saying:

"You are right, and I am wrong, as you generally are. Goodbye, dear," and he hurried off to catch his train.

"So nice of him to put it like that," his wife said to herself. And then she began to think about it.—*Tid Bits.*

POSITION WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

Experienced Secretary; legal work; A-1 references. Phone W. L. H., Kearny 3416.

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SAN FRANCISCO'S FIRST BUSINESS WOMEN'S CLUB

The editor was recently informed that about the year 1905 there was a business women's club (the first of its kind) organized in this city by Mrs. Clara Shortridge Foltz, now of Los Angeles. Our informant could tell us little else about the club, and so, feeling sure that all our readers would be interested, we wrote to Mrs. Foltz and asked her to tell us about it, to which we received the following reply:

"Los Angeles, California,
August 7, 1926.

"Miss Oristella Taber,
"Editor The Business Woman,
"312 Claus Spreckels Bldg.,
"San Francisco, Calif.

"My dear Miss Taber:

"Pardon my delay in replying to your very gracious favor of some days since. My excuse must be that I have been so overwhelmingly employed in preparing to leave for an extended vacation that I had not the time to write you the history of the first business woman's club, which I organized in San Francisco, except to say that it was a very flourishing club, out of which grew the Woman's Banking Club, connected with the United Bank and Trust Co., of which Hon. James D. Phelan is now president.

"I might mention, too, that the Woman's Banking Club had hardly got to going in good shape until a member of the Bank Commission waited upon me and notified me that we would be obliged to change our name, because the statute with reference to banks prohibited any corporation not doing a banking business from using the word 'bank' or 'banking.' As we were not banking except in a personal way there was nothing to do but change our name or suspend—which we did.

"So you will observe that as the old Common Law said: 'so great is the tender solicitude of men for women' that they are obliged to protect them. We women of modern times have learned, however, that if we would be protected we would change every law that inveighs against women and legislate a little more in our own interests.

"Accept my good wishes for the success of The Business Woman.

"Ever fraternally yours,
"Clara Shortridge Foltz."

We are wondering if any of our members belonged to that first business woman's club and can tell us anything about it.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 AUGUST 21, 1926 No. 33

Weekly B&P WC *Program*

LUNCHEON

TIME—August 24, 1926, at 12:15 P. M.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Dr. Laurence L. Cross, Pastor of the Northbrae Community Church, Berkeley.
SUBJECT—The World Doth Move.
CHAIRMAN OF THE DAY—Miss Lillie M. Brewington.

Please make your reservations early at the Club Rooms—Kearny 3416.

A BUSINESS WOMAN'S SOLILOQUY

(With apologies to Shakespeare)

(The following, clipped from *Vision*, rather appropriately, will doubtless strike a responsive chord in the bosom of many a business woman.—Ed.)

To Wed Or Not To Wed, that is the question.
Whether 'tis better, after all, to marry
And be cajoled and bullied by a husband,
Or to take up stenography or clerking,
And slave, alas! for someone else's husband?
To love—to wed—and by a wedding end
The struggles and the thousand petty cares
That "slaves" are heir to—'tis a rare vocation
Devoutly to be wished for! To love—to wed—
To wed—perchance divorce! Aye, there's the rub!
For in that dream of bliss what jolts may come
When we have cast aside our little jobs
Must make us wary. There's the sorry thought
That makes so many spinsters hesitate;
For who would bear, the long, eternal grind,
The employer's joke, the chief clerk's contumely,
The insolence of the office boys, the smoke of last week's stogies clinging to the hair
When she herself may quickly end it all
By getting married? Who would not exchange
A dingy office for a kitchenette—
A keyboard for a cook stove and a cradle
But that the dream of something worse to come
After the honeymoon—that life of chance
From whose dark bourne so many have returned
By way of Reno—fills us with dismay,
And makes us rather bear the jobs we have
Than fly to evils that we know not of?
Thus cowardice makes spinsters of—so many.

—Author Unknown.

HOME

A world of strife shut out, a world of love shut in.

The father's kingdom, the children's paradise, the mother's world.

The coziest, kindliest, sweetest place in all the world, scene of purest earthly joys and deepest sorrows.

A hive in which, like the industrious bee, youth garners the sweets and memories of life for age to meditate and feed upon.

An arbor which shades when the sunshine of prosperity becomes too dazzling; a harbor where the human bark finds shelter in time of storm.

A place where you are treated best and grumble most.

The foregoing epigrammatic definitions of what home is, seems, or might be, were found by the writer in that treasury of good things, "The Recorder."

"My home is my world," says the mother. "The world is my home," says the traveler.

And so one finally comes to the conclusion that home, like the kingdom of heaven, is within one's own consciousness. If it appears that your home is "the place where you hang up your hat," even that may be "the coziest, kindliest, sweetest place in all the world" if we choose to make it so and resolutely shut out all opposing thoughts.

"It takes a heap o' livin' in to make a house a home." We have all been in houses that seem as unlived in as a room in a commercial hotel. And just as surely are many minds not lived in. These minds are used to think with, to reckon with, to bargain and to calculate; but they have never loved, never considered others, never planned for the comfort or happiness of another. Such a mind

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can never be a home for itself, and neither can it make a resting place for another.

And so let us all cultivate the home thought in our minds; then we shall always be at home no matter where we may be placed.

One of the petitions in Ethel Whitcomb's beautiful prayer, with which I am sure many of us are familiar, is, "To keep my mental home a sacred place, golden with gratitude, redolent with love, white with purity, cleansed from the flesh." The one who does this is never away from home. She carries her home with her wherever she goes. Moreover, its door is always open, and all who will may partake of its hospitality.

ORISTELLA TABER.

THURSDAY NIGHT

Saturday, August 14, 1926.

DEAR MISS TABER:

And did you see our write-up in the newspaper? The *Call* gave us and our precious Thursday Evenings such generous mention in tonight's paper! Now we are established. And that establishment is due to the many members who have made Thursday At Home a permanent engagement and who personally contribute so much to the success of each Thursday.

WOMEN!
Build an Income
Buy Cities Service Common Stock
(Listed New York Curb)
Present Market About 42, to Yield over 9%
Time Payments Arranged
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Last At Home, August 12, was without program. We just played cards and talked Federation Convention. Miss Margaret Dailey, who has charge of our exhibit, told us some interesting facts about our members' contributions, and just how all this is going to be done. Those fortunate enough to be in Hollywood September 2, 3 and 4 are going to be envied. It's going to be an inspiration and at the same time, a tribute to business and professional women.

Remember that nice shiny toaster Mrs. Scott presented to the club? We put it to good use. And about 9:30 sat down to tea and toast. Our tea table had a bright centerpiece—a basket of rose asters sent in by our very new member, Miss Woodson.

Miss Dumas will be hostess Thursday, August 26. I wonder if there is anything Miss Dumas cannot do? She makes candy, and knows how to sell it; as Reception Chairman, she's more than capable. The State Federation applauds by nominating her as Auditor. If you have not yet had an opportunity to congratulate her — come to club next Thursday.

As previously announced, Mrs. Pinger will be hostess during September.

Sincerely,

MAY F. RILEY.

CLUB NOTES

CAROLINE BACHICH

We had as our guest for luncheon last week Miss Genevieve Smith of the B. P. W. C., San Antonio, Texas.

We were also pleased to greet Miss Betty Richmond of the Woman's Banking Department, Bank of Italy, Los Angeles, who was the guest of Miss Margaret Dailey; Miss Peters of New York, guest of Miss Ida Reed; and Mrs. Sinnot, guest of Mrs. Crookston.

Mrs. Brace received a card from Marie Jensen sending greetings from Los Angeles, where she is attending the Credit Men's Association Convention.

Mrs. Estelle Walker is enjoying a three weeks' vacation.

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A surprise birthday dinner was given to Lydia Floan last Friday, the thirteenth. It was a complete surprise and Lydia says there is nothing the matter with Friday, the thirteenth. Those present were Ida Reed, who turned her apartment over to the gang; Ada Brace, who fried the chicken and baked the biscuits; Matilda Schimpff, who instigated the whole thing; Gertrude Mowder, who brought the victim to the party; and all the helpers: Ida Lord, Florence Attridge, Marie Whaley, Lydia Johnson and Caroline Bachich. There was a birthday cake with candles, a telegram cake, many presents, and it was a very happy evening.

OUR COMING LUNCHEON

As you have already learned from the program on the front page, the speaker at the next luncheon will be Dr. Laurence L. Cross, Pastor of the Community Church at Northbrae. One who heard him speak at a dinner some time since remarked that he "has a fine personality and tells negro stories wonderfully well." Whether his subject, "The World Doth Move," will permit of illustrations in negro dialect, we do not know; but he is sure to have plenty to say that will be well worth hearing, and we advise everyone to be present that can possibly do so.

WITH OUR FRIENDS, THE ADVERTISERS

Let us take them seriatim.

First on the list is Hazel Zimmerman. She is with Pearsons-Taft Company, 315 Standard Oil Building, and will gladly show you how to build an income—a thing we would all like to have.

Next is Anna S. Hunt of the Goodwin Corset Shop, 494 Post Street. One must be born with a beautiful face, but a beautiful figure can be acquired if one is careful about being fitted with the right corset. Mrs. Hunt will tell you the kind you should wear, and will see that you are properly fitted.

Next on the list is the Bib and Tucker Lunch Room, 334 Sutter Street. They serve a wonderful 50-cent luncheon, their pies are delicious—and did you ever eat anything like their cluster rolls?

The Bank of Italy is certainly the women's friend. Their Women's Banking Department is like a club room. It is a delightfully homey place. One is treated like a friend who has come to call, and at the same time one's business is attended to with despatch and in a most efficient manner.

The Fidelity Guaranty Building and Loan Association, 2323 Shattuck Avenue, Berkeley, offers 6% interest and safety. And if you are thinking of building a home, they offer a most convenient means of financing it.

Dr. Susan Harris Hamilton! How many of us know by experience the relief and comfort which her deft fingers are able to give! Try her once, and, like Shakespeare, you'll "throw physic to the dogs." Her office is at 291 Geary Street.

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If you are looking for a good place to take your dinners, don't fail to visit Mary Eleanor. She serves a marvelous chicken dinner, and her prices are right, too. Up one flight at 445 Powell.

Foot comfort is what everyone wants. Aunt Het says she can't enjoy religion in uncomfortable shoes. F. L. Heim & Son have just the shoe for that foot that you "never could get fitted." Try them and see how your disposition will improve when your feet have ceased to annoy you. Their store is at 228 Powell Street.

Have you ever tried a bath at the Bond Hygienic Institute? They are great. Mrs. Bond will tell you just the kind of bath you should have, and she has every convenience for giving them properly. Call at the Institute, 775 Geary Street, and find out what you have been missing.

Do you have to hurry through your luncheon? Go to the Post Street Cafeteria, 62 Post Street. You will get good food, nicely prepared and quickly served. We suspect they have a New England cook, for the creamed codfish certainly tastes like Massachusetts. Remember, too, that there is a table reserved for Club members, and one seldom has to eat one's luncheon in solitude.

Do you want cards, stationery, or announcements of any kind printed? Remember that Margaret Mary Morgan does that kind of work in a most satisfactory manner. Have you ever been through her plant? It is worth a trip, and makes you feel like giving her an order at once. You'll find her at 619 California Street.

Are you going to the Hollywood convention? Why not make a sea trip of it and travel by the White Flyer Line? Their fares are low, meals and accommodations good, and you receive most courteous treatment. Their ticket office is at 683 Market Street.

Whether you are going to Hollywood or remaining at home, you certainly want your bob to be artistic. James B. Martinez, 240 Stockton Street, will give you the cut that is best suited to your individual style. He is really an artist, and will not only cut your hair as it should be, but will tell you how to comb it as well.

TELL THEM YOU SAW THEIR AD IN "THE BUSINESS WOMAN,"

OUR BLACKSMITH HEARD FROM IN SAN JOSE

We clip the following from *The Spokeswoman*, the San Jose Club paper, of August 5th:

"Miss Lillian Palmer of San Francisco, considered one of the outstanding speakers on the Coast and organizer of the Business and Professional Women's Club of San Francisco, will be the principal speaker at today's luncheon for Mrs. Josephine Rand Rogers, candidate for Assemblywoman. The affair will be held at the Y. W. C. A. at 12:15.

Miss Palmer is Honorary President of the San Francisco club and a life member of the Board of Directors. She is known as "The Woman Blacksmith" on account of her skill in hammering brass and wrought iron.

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SPECIAL COLLECTIONS

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Vol. 3 AUGUST 28, 1926 No. 34

Weekly *Program*

DINNER

TIME—August 31, 1926, at 6:15 P. M.
PLACE—Bib and Tucker Tea Room, 334 Sutter Street.
PRICE—$1.10.
SPEAKER—Nancy Barr Mavity
SUBJECT—"Top Knots, What Nots, or What Have You?"
A more or less nonsensical evening in the style of 1876, with Clotilde Grunsky and her troupe of Advanced Females as chief conspirators. Ransack the attic and come in costume.
CHAIRMAN OF THE EVENING—Clotilde Grunsky.
Please make your reservations early at the Club Rooms—Kearny 3416.

DO YOU VOTE?

(The following from *The Woman Citizen* is published at the suggestion of Miss Lillie Brewington.—EDITOR'S NOTE.)

You say that taxes are too high,
But do you vote?

About extravagance you sigh,
But do you vote?

"How long," you wail, "must we endure
This state of things that keeps us poor?"
How long? I do not know, I'm sure!
But do you vote?

The lights are bad, the streets a mess,
But do you vote?

Your indignation you express,
But do you vote?

You say that bosses rule the show,
That graft is reaching high and low.
And doubtless all you say is so,
But do you vote?

You growl at rotten politics,
But do you vote?

You howl at bosses and their tricks,
But do you vote?

You say, O Decent Citizen,
We've heard you, time and time again,
"We want things run by business men."
But, do you vote?

Unless you do (I wonder, do you?)
You've got just what is coming to you.

IF YOUR VOTE WAS WORTH FIGHTING FOR, ISN'T IT WORTH USING? VOTE AT THE PRIMARIES, AUGUST 31, 1926

The Register and Vote Committee of the California League of Women Voters, in co-operation with other organizations of which the Business and Professional Women's Club is one, having made such a splendid showing this year in so far as registration of women is concerned, is now directing its attention to the question of the VOTE.

As we all know, it was only after a long, hard fight that the privilege of the vote was secured for women. We should, therefore, make every possible effort to see to it that every one of us goes to the polls on election day and casts her vote. Strange as it may seem, the more or less so-called "illiterate" class always turns out on election day. The business woman, who is able to cast an intelligent vote, should, therefore, avail herself of the opportunity at least of offsetting the "unintelligent" vote.

Let us try to make a 100% record for the Business and Professional Women's Club. GO TO THE POLLS AND VOTE on August 31.

M. E. BARR LONG,
Register and Vote Chairman.

ABOUT WOMEN

(For the following interesting statistics, we are indebted to the discriminating scissors of Miss Florence Attridge. She credits *The Bulletin.*—ED.)

Nearly 9,000,000 American women work for pay. There are over 1,000,000 in the professional class, 21,800 in the public service, 1,500,000 in clerical positions, 2,000,000 in manufacturing pursuits,

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2,200,000 in domestic service, 1,000,000 in farming occupations, 5,300 bankers and brokers and 14,000 insurance agents and real estate sellers.

CONVENTIONS AND ADVERTISING

There was a very good attendance at the dinner meeting of August 17, and perhaps the fact that it was known that we were to have two speakers, each an authority on his subject, had something to do with it.

Colonel C. A. Simmons, of the San Francisco Convention and Tourist League, was the first speaker, and although we could allow him only ten minutes, he gave us many facts and figures to show how our city compares with others in respect to what she is doing and what she should do to induce conventions to make this town their headquarters. He was listened to attentively, and when he finished, President Lord announced that our Club will do its very best to bring the State Convention of Business and Professional Women's Clubs to San Francisco in 1927.

Major F. R. Kerman, who is in charge of the publicity and advertising of the Bank of Italy, was the speaker of the evening. He told us many interesting things about the science of advertising. He said that he would not define advertising. He did better. He gave us a glimpse of what advertising really is, told us the eight different ways of estimating an advertising budget, showed us what it should be based on, and let us see as many of us never had seen before something of the care and study that lie behind the advertising policy of a business house. His talk was one of the most instructive we have had.

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Build an Income
Buy Cities Service Common Stock
(Listed New York Curb)
Present Market About 42, to Yield over 9%
Time Payments Arranged
Ask for HAZEL ZIMMERMAN
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OUR MONDAY EVENING ACTIVITIES

There has appeared to be a little confusion in the minds of some of our members in regard to the two separate and distinct Monday evening divisions, and Miss Lord has asked us to give the following explanation:

The Book Recreational Section meets the second Monday of each month.

The Civic Educational Section meets the fourth Monday of each month.

In THE BUSINESS WOMAN of July 3rd, Miss Ethel Jones gave a very interesting account of the June meeting of the Civic Educational Section; and in our issue of July 24th, Mrs. Ethel Maxwell told us about the July meeting of the Book Recreational Section. From these two accounts it would seem that both sections must be tremendously interesting and will undoubtedly be largely attended.

While we are speaking of Monday evening activities, we must not forget the most active of them all—from a physical standpoint—the dancing class. Those attending report most enjoyable times and great benefits received. They want more members. Drop in at the class some Monday at 6:00 p. m., and see if you don't catch the infection.

MODERN YOUTH

Fond Aunt: "Are you mamma's boy or papa's boy?"

Little Willie: "That's for the court to decide."
—*J. W.*

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OUR THURSDAY EVENING AT HOME

August 22, 1926.

Dear Miss Taber:

Cathedrals of Mexico; palaces that echo memories of Emperor Maximilian and his ambitious Empress Carlotta; splendrous architecture; water gardens; ancient civilizations; the present political strife; habits of living; of travel.

Verbally and through photographs, Miss Heim pictured to us the interesting nation of Mexico and its cities. It was certainly a delightful evening. Miss Heim is most gracious and generous in her descriptions. I hope we can persuade her to tell us of her trips to Alaska and Honolulu. I saw some of those pictures, and they promise fine entertainment.

There is an increasing attendance Thursday evenings. After all, it is mighty nice to come down to our club rooms; relax in an easy chair; enjoy the flowers and greens our remembering members bring in; find congenial friends.

To encourage friendship is one purpose of the Club. Thursday At Homes definitely assist in that aim. The other evening, our member, Mrs. Crookston, said to me: "I wouldn't miss a Thursday evening for anything." I believe she voiced the feelings of all of us and our appreciation of these Thursday evenings.

Sincerely,

May F. Riley.

CLUB NOTES

Caroline Bachich

A post card received from Lillian Elias says she is having a wonderful time at Glacier Park, and after riding 14 miles on horseback is still alive.

Mrs. A. W. Wise has just returned from a week at Paso Robles.

Harriet Sweezy returned with a burned nose, which shows she had a good time at Lake Tahoe.

Mrs. Louise Flaa, past president of the Sacramento B. P. W. C., was a guest of Ida Reed at our dinner last Tuesday. Mrs. M. A. Sohst was a guest of Clotilde Grunsky; Mrs. Mary L. Prosser of Eureka was a guest of Miss Lucy Thompson; Miss Johnson was a guest of Miss Methewson. Mrs. Dennison of Los Angeles was Miss Ethel Ames's guest and Miss Dean was a guest of Miss Agnes Duffy.

Miss Ida Reed left last Thursday for Chicago to attend the Photographers' Convention.

Miss Ida J. Lord, our President, is spending a week at Ben Lomond. From there she will go to Hollywood to attend our State Convention.

Miss May E. Read and Miss Minnie L. Comba, both of the Burbank Business and Professional Women's Club, called at our club rooms one day last week. They urged that we make our attendance at the Convention 100%.

YOUNG AMERICAN

Two children were discussing their breakfast.

"I had a 'nawful good breakfast," said Johnny.

"So did I," said Emmy Lou. "I had somethin' speshally nice that begins with 'N'."

"A 'norange?" suggested Johnny.

"No."

"A 'napple?"

"No. It was a 'negg."

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615-616 Galen Building
391 Sutter Street Phone Sutter 6785

ARE YOU A LADY?

If so, you should certainly attend the ladylike meeting of Advanced Females of 1876, which will be one of the features of the evening of August 31st. And to show you are a lady, dig into your treasure chest and bring out that old bonnet or paisley shawl or feather fan which was your grandmother's and come in costume. The dinner is at the Bib and Tucker, 334 Sutter Street, and you will be able to find room for your other wraps in the alcove. There will be no time limit on the date of clothes acceptable.

Table prizes are promised, as well as a good time for all.

SHE KNOWS HER SAN FRANCISCO

DEAR EDITOR:

Since I was responsible for your challenge of a few weeks since to "Know Your City," let me be one of the first to answer it.

One of my favorite walks is through Lincoln Park. Take a No. 1 or No. 2 car on Sutter Street, get off at Thirty-third Avenue, and walk up the path to the Palace of the Legion of Honor. From this point is one of the most inspirational views to be found in San Francisco. From it can be seen the Golden Gate, Mt. Tamalpais, the Presidio, Lone Cross Mountain, Twin Peaks, Mt. Davidson—all landmarks famed in San Francisco history. The ocean stretches before you, ships voyage forth or return from far-off lands, and your imagination runs riot.

Take your chum, take a crowd, or go alone for an hour of solitude and to "think things out." Whatever the weather, each hour of the day will have its own charm. With the bay a sparkling blue, the Marin slopes painted in softest colors, the hilltops in purple haze or lightly veiled in wisps of fog,—this picture, once seen, becomes an indelible memory.

Take this walk some Saturday afternoon or Sunday morning. After reveling in the delight of the outdoor scene, enter the Palace of the Legion of Honor and view the treasures there contained. Then, following the boulevard on around Lands End and past the Cliff House, you reach the Esplanade. After walking its length, continue on the Great Highway until you reach Lincoln Way at the south side of Golden Gate Park. Then take the upper road to the board walk along the top of the sand dunes and continue on it until you reach Ingleside and the Municipal Swimming Pool. Allow two hours of moderately brisk walking from Thirty-third Avenue to Ingleside. A substantial lunch or supper can be obtained in the restaurant at the Pool, or you can return, either afoot or by municipal bus, to the Beach Chalet in the western end of Golden Gate Park.

No, I'm not a Native Daughter, but an enthusiastic adopted one. Coming here from the Middle West ten years ago, it was not long until I realized that San Francisco spells "home, sweet home," to me.

WINIFRED KERR.

DIFFERENT BRANDS SERVED IN DIFFERENT CONVENTIONS

(Through the courtesy of Miss Ethel Jones we publish the following from the *Federated Industries of Washington.*—EDITOR'S NOTE.)

We notice the National Federation of Business and Professional Women's Clubs, meeting in Des Moines, Ia., just could not go with the National Federation of Women's Clubs, the American Federation of Labor, the bureaucrats of Washington and a few others and endorse again the proposal that the Federal Constitution be so fixed that people under 18 years of age would not be permitted to work.

Now it develops that these women, who know something about business and industry because they are actual participants in it, also disagreed with those sisters who think it all right for a handful of national officers to be given carte blanche to express the thought of "3,000,000 women." Here is another thing that happened, the newspapers say, in that noteworthy Des Moines convention: "When it came to the adoption of the report of the Committee on Resolutions at the closing session, the declaration offered that henceforth all matters settled in national convention became a closed incident and not a subject that could be brought up for further action and debate by local clubs or State conventions, was refused indorsement by a large majority."

Verily, a party sitting in the bleachers cannot help noting the different brands of thought dispensed in conventions made up of persons who have to acquire such property as they may possess and pay taxes on, and in conventions made up largely of persons whose property is acquired for them!

POSITIONS WANTED

Further to serve the women of the club and of the community, The Business Woman until further notice will publish once, without charge, the qualifications and experience of unemployed business women. Answers may be addressed in care of the club, 447 Sutter Street.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 SEPTEMBER 4, 1926 No. 35

Weekly *Program*

DINNER

TIME—September 7, 1926.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKERS—The Returned Delegates.

SUBJECT—The Convention.

Please make your reservations early at the Club Rooms—Kearny 3416.

GERTRUDE EDERLE

Young, confident, she started out to sea,
And waterfowls in their mid-morning flight
Looked down on one whom waves could not affright,
On one who swam with rhythmic strokes and free
On, on, and ever onward, steadily.
Morning and afternoon, long dark. Then light
Of beacon fires rising through the night,
And consummation—land and victory!

First Lady of the Channel, ocean's child!
To the high heart alone such rank is given;
For to a far, inexorable shore
Through rugged waters, cold, and deep, and wild,
All day, into the night, a girl has striven;
Another limitation is no more.

ALICE LAWRY GOULD,
in *Christian Science Monitor.*

TIME IS LIFE

(The following is reprinted from the *Bigelow Magazine* through the courtesy of Miss Lydia Floan.—EDITOR'S NOTE.)

We often hear people say, "I haven't time to do that."

This is a perfectly honest statement.

Time is life, and each of us is entitled to use his time as he sees fit, just as we are entitled to spend our money as we see fit.

A man may ask me to go to a vaudeville show, and I may tell him I haven't the time, meaning that I prefer to work at my desk or sit at home with a book.

We can do only so many things in a day, or a year, or a lifetime, and in order to find time for the pleasures we enjoy most we are compelled to eliminate those we enjoy least.

I enjoy almost every known game or recreation, but my interest in many is so mild that I never indulge it. That I may have plenty of time for those I like best, I have eliminated dozens of others.

I have no time for professional baseball or golf, but I have plenty of time for reading, talking, cross-country walking, sawing wood, and loafing.

I have almost no time for mending pantry shelves or cleaning spark plugs, but I have time any day for an hour's talk at lunch or dinner with an interesting man or woman.

Children discriminate in the use of time at a very early age. About the first thing a boy learns to say is, "I haven't time." He means that baseball and football occupy him so fully that he can't find an hour for mowing the lawn.

The truth is that we all have time to do the things we want to do. If we want to do many different things, we find the time. Strong and varied desires generate and supply enthusiasm for a multitude of tasks.

The trouble with Arnold Bennett's "How to Live on Twenty-four Hours a Day" is that many people have no desire to stuff their day with furious activity. I have read almost all of Bennett's books. He is an exceptional man, with infinite interests. The more he can crowd into a day the better he feels when he goes to bed at night. After one of these twenty-four-hour days another man might go to bed exhausted and with a sense of utter futility.

Living is an art, and the tragedy is that just about the time we have mastered the art we are ready for the grave.

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CLUB NOTES

CAROLINE BACHICH

Misses Kathrine and Margaret Kressman of Portland, Oregon, and Miss Carrie A. Sayles of Reno, Nevada, were visitors at the club rooms last week.

Mrs. Mary F. Redding has just returned from a vacation spent at Skaggs Springs.

Dr. Susan H. Hamilton returned from a three weeks' trip through the High Sierras.

Miss Geneva Alquist of the B. P. W. C. of Manhattan, Kansas, was a guest for luncheon last Tuesday.

Our honorary member, Mrs. W. B. Bonfils ("Annie Laurie" of the *Examiner*), sails this week for Europe on the *Berengaria*. She will probably be gone until some time in December.

Miss Trask of The Emporium Advertising Department was a guest of Margaret Daily for luncheon last Tuesday. Miss Trask has been doing a good deal of work on the Display Board for the Hollywood Convention, and we were very glad to meet her.

A card received from Ida Reed states the weather is fine in Chicago, and everything is "lovely."

We hear that Mrs. Mary Stehley Close has returned from her Eastern trip and will soon resume charge of the dancing class. Now is the time for all tired business women to join the aforesaid class and learn again to play. Ask any of the old members what they think about it.

The sympathies of the Club are extended to two of our members: Mrs. Belle DeGraf in the loss of her mother, and Mrs. Charlotte MacCuaig in the death of her husband.

Good-bye, everybody! Will try to bring back a lot of news from Hollywood.

THE WORLD DOES MOVE

If any of us had been deluding ourselves with the idea that this world of ours is at a standstill, we were undoubtedly entirely disabused of that idea after hearing the amusing, entertaining, and at the same time inspiring talk of Dr. Laurence L. Cross at the luncheon of August 24th. He told us many stories of the colored people in his own inimitable way. They made us laugh, and they also made us think. He convinced us that the world does move, and he showed us that it is for us to say whether it moves forward or backward.

OUR NEXT MEETING

Contrary to our usual custom, the first dinner meeting in September will not be a business meeting. Instead, we shall have the pleasure of listening to the reports of the delegates to the State Convention. They will no doubt have much of interest to tell us. Come and help give them a warm reception.

You will notice in the program the speakers are said to be "The Returned Delegates." That means, of course, those who were able to resist the lure of the movies. No doubt some of them were obliged, like Ulysses, to stop their ears to keep from hearing the siren call.

WHAT SHE WANTED

It was dusk when she stopped at the roadside filling station.

"I want a quart of red oil," she said.

The service man gasped and hesitated.

"Give me a quart of red oil," she repeated.

"A quart of r-r-red oil?" he stuttered.

"Certainly," came her reply; "my tail light has gone out."—*Exchange.*

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A PENCIL SHARPENER MAKES A GOOD BEGINNING

(The following communication was received at the editorial rooms just as we were going to press. It was unsigned and so of course we can only guess at its source. Our guess is Mabel Pinger, and she will be considered guilty until she proves her innocence.—EDITOR'S NOTE.)

And what do you suppose is our latest acquisition in the club rooms? A shiny new pencil sharpener. Thursday our editor visited the club rooms, borrowed a pencil and forthwith threw it away in disgust. Friday, another call from the editor, this time with a package from which emerged the said shiny new pencil sharpener. Long live our editor! (Let her edit this or expurgate it if she dare!) Some day we are going to have a complete office equipment to go with the pencil sharpener—filing cases, adding machines and everything.

OUR THURSDAY EVENING AT HOME

About the usual number assembled at the club rooms on Thursday evening, August 26th. The time was devoted to cards and conversation.

During the evening, Mrs. Marsh of San Diego gave one or two readings in numerology, and talked to a small group on that subject. Mrs. Marsh was a member of the Business and Professional Women's Club of San Diego when she resided in that city, and expects to join our Club as soon as she becomes located here.

Tea and toast and marmalade completed the evening's entertainment.

Miss Dumas and Mrs. Pinger were the hostesses.

AT A PROFIT

A doctor had just finished taking the temperature of a stock broker who was suffering from a raging fever.

"It's gone to 102," he announced in a tragic voice.

The half-conscious patient raised himself on his elbow.

"Sell! Sell!" he shouted.

POSITIONS WANTED

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Position as stenographer and typist wanted by young lady with good corporation experience. Applicant has knowledge of bookkeeping and general office work. Address "M. C. K.," c/o "Business Woman," 447 Sutter St., San Francisco, Calif.

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AN EVIL TOOL

(The following was contributed by Miss Calderwood, who, though not a member at present, promises to become one in the not far distant future.—Ed.)

A Chinese legend describes how the Father of Sin decided to have a sale and dispose of all his tools to anyone who would pay his price.

The implements were laid out in a row for inspection and among others were tools labeled "Malice," "Envy," "Hatred," "Jealousy," and "Deceit." Every one had a price-tag on it. Apart from the others lay a harmless-looking, wedge-shaped tool, very much worn from use, that was priced a great deal higher than the rest.

One of the buyers asked the Devil what it was. "That," he answered, "is Discouragement, and it's in fine shape."

"But why have you priced it so high?"

"Because it is more useful to me than any of the others. And believe me, once I do get inside, I can use that man in whatever way suits me best. Of course, you'll notice it is well worn. That's because I use it with nearly everybody, for very few of you mortals know that it belongs to me."

However, the price was so high that this particular tool was never sold. The Devil still owns it, and is still using it.—*Northern Furniture.*

MARTYRS

"The men of today do not perform heroic deeds for women as they did in the middle ages."

"Oh, I don't know! They still marry them!"—*Buen Humor,* Madrid.

BOBBY'S APRIL FOOL JOKE

"Oh, mother, there's a strange man in the kitchen kissing the hired girl," exclaimed little Bobby.

"Heavens, I'll have to investigate," said his mother, starting for the kitchen door.

"April fool," called Bobby, after her, "it's only daddy."—*Exchange.*

HIS FACE WOULD HANG HIM

Judge (to prospective juryman): "So you've formed an opinion of the case?"

P. J.: "Yes, your honor, one look at that man convinced me he was guilty."

Judge: "Heavens! Man, that's the prosecuting attorney!"—*Wabash Caveman.*

CONCLUSIVE EVIDENCE

Mistress: "You say you have worked for the Astorbilts? How can you prove that?"

Applicant for maid's job: "Well, mum, I have some spoons with their initials on if you want to see them."—*Exchange.*

ROUGH BUT NICE

"I wouldn't go motoring with that reckless Jack Torkle," cautioned the young girl's maiden aunt. "You'll be getting your neck broken."

"Oh, auntie," laughed the flapper. "He isn't such a caveman as all that."—*American Legion.*

PROHIBITION ITEM

Professor (in an engineering class): "What's a drydock?"

Student: "A physician wot won't give out prescriptions."—*Western Christian Advocate.*

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 SEPTEMBER 11, 1926 No. 36

Weekly Program

LUNCHEON

TIME—September 14, at 12:15 P. M.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Dr. Margaret Mahoney, proxy for Dr. L. M. S. Wanzer.

SUBJECT—A Woman Pioneer in the Medical Profession.

Please make your reservations early at the Club Rooms—Kearny 3416.

EVERY WOMAN

Every woman is a wild, free thing—
  Deep inside!
Every woman hears the spaces sing,
Every woman would go wandering—
  Far and wide!

Every woman, when the wild geese cry,
  In the Fall,
Watches, with a furtive, wistful eye
Their swift arrow winging in the sky—
  Hears the call!

There are women who can never bide
  Safe at home!
They are restless as the tameless tide,
They are drawn to where the great ships ride—
  They must roam!

There are women who can never go
  Far away!
Strange, new places they can never know,
But they listen when the night winds blow—
  They must stay!

Every day they make their kettles gleam,
  Shine them bright!
Every day they sew a faithful seam,
But—they stir and start in troubled dream
  In the night!

If you ask them, they will never tell!
  They will say:
"Leave the hearth and home I love so well?
Leave the place where all my loved ones dwell?
  Ah, but nay!"

But when ships go out . . . when seagulls rise . . .
  When winds blow . . .
When the crying arrow southward flies . . .
If you watch them—if you watch their eyes—
  You will know!

Every woman is a wild, free thing
  Deep inside!
Every woman hears the spaces sing,
Every woman would go wandering—
  Far and wide!

—ROSELLE MERCIER MONTGOMERY
in the New York *Times*.

OUR LUNCHEON MEETING
SEPTEMBER 14, 1926

Dr. Wanzer, the first woman to graduate from the medical college of the University of California and the first woman to become a member of the San Francisco Medical Society, is one of that little band of courageous women who blazed the trail for women doctors in the West. She graduated from the university in 1876, she has been practicing for fifty years, and she is eighty-five years young. Because she fears that her voice will not carry far enough to enable her audience to hear her in comfort, Dr. Wanzer has delegated to Dr. Margaret Mahoney the task of telling of her early struggles, but she will be present as guest of honor.

This is an opportunity for the members of the Business and Professional Women's Club to pay tribute to a pioneer professional woman. Let's have a big attendance.

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OUR THURSDAY EVENING AT HOME

One might undertake one's duties as Thursday evening hostess with some misgivings, realizing as one does the traditions established by the successful hostesses who have served in the preceding months, if one were not aware of the splendid spirit of co-operation evidenced in the Club today.

From the time the first of the crowd drifts in and settles down in little groups to chat or play cards or discuss books, until ten or half-past ten, when the last stragglers are put out forcibly—so loath are they to leave—there is little for the hostess to do other than to introduce new members or guests and to see that everyone is provided with a deck of cards and a table, a cup of tea and an easy chair.

The very best thing about the Thursday evenings is that no member attends them from a sense of duty, but because she wants to be there and looks forward eagerly to that evening. Once she becomes a regular habitue, and many of us may so designate ourselves, she considers it almost a hardship if any other engagement interferes with her attendance.

Thursday evening, the second of September, was no exception. In spite of the absence of so many of our members in Hollywood, a goodly number came out. There were two tables of cards, the usual cup of tea and a friendly visit for those who did not wish to play. While we missed the absent ones, we proved that we can stay at home in our own club rooms and have our own good times.

For those who are interested in improving their bridge game, Miss Mary Baker has generously promised to be with us again. You know what a good player she is and how helpful her instruction for new players as well as for those who feel their game needs brushing up.

MABEL PINGER.

CLUB NOTES

Owing to the fact that our tireless reporter, Caroline Bachich, is this week attending the Convention at Hollywood, our club notes are conspicuous mainly by their absence. Our members are too shy to call up the editor and tell her what they are doing, and she is too busy to sleuth things out, and not sufficiently psychic to learn them by telepathy. We hope, in view of the foregoing, you will understand why your name is omitted from this column this week in case you have been doing something that should be noted here, but isn't.

We were glad to see Miss Ida Reed's smiling face again last Tuesday night. She reported having had an enjoyable time while in Chicago, as well as a very busy one.

A card received from Mrs. Nell W. Palmer, postmarked Victoria, B. C., says: "Have been in this lovely city two days; leave here tomorrow by boat for Seattle, then motor down by easy stages, and expect to reach Oakland, September 5th. Love to all the B. and P. W. C."

Olga Dahl, managing owner of R. J. Waters & Company, is combining business with pleasure in the East. She attended the photographers' convention at Chicago in August and now is "seeing America first" by visiting Niagara Falls, Albany, down the Hudson to New York, Washington, D. C., and other large cities, and then home by Denver. She has her little niece with her and expects to be gone a month or six weeks. Have a good time, Olga; but we'll be glad to see you back.

It may have been the movies, it may have been something else, but a little bird has told us that President Lord is returning from Hollywood a changed woman.

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THE DRAMATIC SECTION

The Dramatic Section will resume activity for the 1926-1927 season on Tuesday, September 14, at 7:30 p. m., with the reading of several one-act plays. If you have read a play during the vacation period which the Section might enjoy, bring it along.

JANICE WATERMAN, Chairman.

A GLANCE AT OUR CHRYSALIS

Thinking of the "Ladies' Party" which was given the night of August 31st, the writer was reminded of an old book which has been long in her possession and which is entitled "Letters to a Young Lady. On a Variety of Useful and Interesting Subjects, Calculated to Improve the Heart, to Form the Manners and Enlighten the Understanding." The book was written by Rev. John Bennett, evidently an Englishman, and it would seem to have had a degree of popularity, for the copy referred to is said to be of the sixth American edition. It is dated 1811.

The first hundred pages of the book are devoted to religious comment and advice, and he makes the same complaint against the clergy of his day that one frequently hears now. He says: "I cannot much recommend modern sermons. Either they are learned disquisitions, or some speculative, controverted subject, more calculated to display abilities than to edify." This is followed by a list of religious writers that would be appalling were it not that one remembers that in those days no other reading was allowed on Sundays.

He then goes on to direct her secular reading, and speaking of women in general, he says:

"The prominent excellencies of your minds are taste and imagination, and your knowledge should be of a kind which assimilates with these faculties. Politics, philosophy, mathematics, or metaphysics are not your province. They would render you *unwomanly* indeed. They would damp that vivacity and destroy that disengaged ease and softness, which are the very essence of your graces.

"Whilst men, with solid judgment and a superior vigour, are to combine ideas, to discriminate and examine a subject to the bottom, *you* are to give it all its brilliancy and all its charms. They provide the furniture; you dispose it with propriety. They build the house; you are to fancy and ornament the ceiling."

Speaking of accomplishments, he says: "The accomplishments of a woman may be comprised under some or all of the following articles: Needlework, embroidery, drawing, music, dress, dancing and politeness.

"To wield the needle with advantage, so as to unite the useful and beautiful, is her particular province, and a sort of ingenuity which shows her in the most amiable and attracting point of view.

"The heart glows with pleasure when we read the accounts of the good Roman matrons in the purer and unvitiated ages of their republic. The greatest men, princes, warriors, senators, and philosophers were clothed in the labors of their wives and daughters. Industry, in this happy period, was esteemed a virtue, and it was not beneath a woman of the first quality or understanding to be an excellent economist, who 'looked well to the ways of her household.'"

Later on he gives a description of a young woman whom he calls "Louisa," and who is evidently his ideal. He catalogs her various characteristics, and says:

"Louisa is (what nature intended her to be) wholly a woman. She has a quality that is the direct opposite to manliness and vigour. Her voice is gentle; her pronunciation delicate; her passions are never suffered to be boisterous. She never talks politics; she never foams with anger. She is seldom seen in any masculine amusements: she does not practice archery. I will venture to say that she will never canvass for votes at an election. I never saw her in an unfeminine dress."

That was 115 years ago. How times have changed! As Dr. Cross impressed upon us so forcefully, the world does move!

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WITH OUR FRIENDS, THE ADVERTISERS

There were just a few of our friends that were not included in the talk we gave you about our advertisers two or three weeks ago.

We wonder if you all know about the work of Anita Harris Ludwig. In her advertisement she calls herself a "specialist in electrolysis," and we understand that there is nothing in the way of up-to-date skin treatment that she does not do. Take your complexion worries to her and see how soon she will make you forget them.

Do you know what a wonderful photographic magazine the Camera Craft Publishing Company are getting out? Do you know that it is getting better and better all the time? If you are an amateur photographer, no matter of what degree, you need *Camera Craft.* If you are not, but have some friend that is, you can't give such friend a better present than a year's subscription to *Camera Craft.*

Now is the time to get your furs cleaned, relined and generally rejuvenated before cold weather sets in and you can't spare them. Go to Schuneman. He will fix them up for you, and you will find his prices right. Now is also a good time to select new furs while you have a complete stock to select from.

Just see what Mrs. Ennis is offering: "The best cooked dinner in the city for fifty cents!" She also offers a chicken dinner for seventy-five cents, and Sunday dinner for a dollar. Try her dinners—you will be sure to go back for another.

The Van Ess Hair Shop do everything for the hair, scalp and skin. They also do manicuring, although they do not mention that in their advertisement. In addition to the foregoing, they have just acquired facilities for giving I-on-a-co treatments. Try the Van Ess. They will do their best to please you.

TRIPLE ENTRY BOOKKEEPING

San Francisco, Sept. 4, 1926.

Dear Miss Taber:

I have just learned of a new system of keeping books *triple entry,* and thought it of sufficient merit to publish in The Business Woman. This method was taught me by the accountant of one of our clients:

A bookkeeper, applying for a job, was interviewed by his prospective employer.

"I presume you fully understand all the details of double entry bookkeeping?"

"I'll say so. Last place I worked I used triple entry: One set showing actual profits for the boss; one set showing no profits for the stockholders; and one set showing a loss for the income tax auditors."

Yours very truly,

A. H. Brace.

SEPTEMBER EVENTS

Miss Lillian Palmer has invited Club Members to spend Sunday September 19, at her place near Wake Robin Inn, Los Gatos. Detailed arrangements for transportation will appear in the next Business Woman. The approximate cost will be about $3.25 for round trip via auto stage. Please place your reservations with Mrs. Burlingame as soon as possible.

Events Committee

WHY NOT JOIN THE PROCESSION?

"In the fell clutch of circumstance
I have not winced nor even sobbed.
Beneath the snickerings of fate
'My head looks funny but unbobbed."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 SEPTEMBER 18, 1926 No. 37

Weekly Program

DINNER

TIME—September 21, 1926.
PLACE—Bib & Tucker Tea Room, 334 Sutter Street.
PRICE—$1.10.

SPEAKERS—Miss Jennie Gada and Miss C. L. Glenn.
SUBJECT—Little "Closeups" of Europe.
CHAIRMAN OF THE DAY—Miss Margaret Mary Morgan.

Please make your reservations early at the Club Rooms—Kearny 3416.

WAKEROBIN

An Invitation

I

We know a place where car's don't roar,
Where motors don't flash past the door;
Just a soft brown road curves before,
Leading—you don't care where!

II

We know a place where folks don't say,
"This just *must* be done today";
Where things wax complete in Nature's way,
And the joy of growing is there.

III

We know a place without any folks—
Just murmuring redwood trees and oaks,
Where gay little blossoms laugh their jokes
To them that understand.

IV

We know a place of such wide space,
And yet so close to Nature's face,
That she smiles into your heart her grace.
Will you come with us and see?

EMILY WILLIAMS and LILLIAN PALMER.
September 19th.

CONVENTION AT HOLLYWOOD

Of course everyone knows that San Francisco is to have the convention in 1927. There was no question about it, as the San Francisco delegation made an impression from the very first with our white hats with gold and black bands; also yellow paper poppies, which we gave to everyone, including all the men we saw. We also had pamphlets and guides to San Francisco, and four large banners showing a Golden California with lines leading from all points to San Francisco, on which was written in large black letters an invitation to San Francisco, the City by the Golden Gate—1927. These were hung in conspicuous places in the Assembly Room and Exhibit Room. Last, but not least, our band, that played and sang whenever possible. Incidentally I might mention that our song, "When You and I Were Young, Maggie," made a big hit, and we had many compliments and requests for copies from other delegates.

Thursday morning was taken up with registration, call to order by State President Z. Clements, invocation, assembly singing, and address of welcome by the Mayor. Then we were taken in automobiles to the new Hollywood Storage Building, on the top floor of which is a beautiful banquet room, where luncheon was served. We were divided in groups according to vocation; that is, teachers in one section, secretaries in another, etc. Singing was led by Zanette Potter and everyone became acquainted. The afternoon was devoted to reports, the President's address, and a talk by John McGroarty on "California's First Business Men." In the evening, dinner was served at the Burbank Women's Club House. This was a Spanish evening and the hostesses were all dressed in Spanish cos-

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Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

tumes. Each club was called upon to do a stunt and these were all very original. San Francisco sang several songs and played our band. There was also a very good program of Spanish songs and dances by members of the hostess clubs and other artists. During this time there was also a special entertainment for husbands and husbands-to-be at the Elks' Club.

Friday morning we had breakfast at the Athletic Club, then drove to the Hollywood Bowl, where moving pictures were taken of the assembly. Then we were taken through a moving picture studio and saw Priscilla Dean and John Barrows making a picture called "Jewels of Desire," and Marie Prevost and Douglas Fairbanks, Jr., in "Man Bait." We then attended the press luncheon, where Alma Whiteker told little stories about her fellow newspaper women. Afternoon was devoted to reports and speakers, one of which was "Community Spirit," by Harry Culver, builder of Culver City, and one couldn't help but be enthusiastic after hearing him speak. Another very interesting speaker was George W. Braden, special representative of the Playground and Recreation Association of America. His subject was "Leisure—An Asset or a Liability." At five o'clock we attended a tea at the home of Mrs. Clarice MacQuarrie, which is one of the beautiful homes in Hollywood.

Phone Prospect 1360

AGNES DUFFY
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The Ex-Its Dinner was held Friday evening. The program said probably at the Los Angeles County Jail, but as I was not qualified to attend this, I cannot say where it was held, but I understand it was a most enjoyable occasion.

Saturday morning there were reports and election. Then the Musical Luncheon, where all sang together, and then the different clubs sang. Visalia received the prize, a silver cup, which they are to keep until some other club takes it away from them next year, if they can. By the way, San Francisco was second for this prize, but they gave us the Convention, so we were very happy. Afternoon session we had reports and discussion. San Francisco was the only club to send in a resolution—on Uniform Safety Ordinance, which was passed. The question of National Federation was discussed by the various clubs, both for and against. Miss Clements also gave a very clear analysis on this situation. Last, the grand finale—banquet with the Velada Club as hostess. The room was decorated tastefully and at each plate was a tall colored glass vase with one flower, and a verse tied to it. There was community singing and the presentation of officers and other speakers. Then a bevy of pretty girls came dancing in, singing "I Want to Be Happy" and giving everyone a colored balloon; then there was a fashion show showing costumes from 1865 to 1926, music, and more singing, and at the end we went home while the girls were still singing and dancing the Charleston.

It was a wonderful convention and at this time I do not see how it could be better, but we know that we will show them in 1927 that we can have one just as good.

CAROLINE BACHICH.

A DOUBLE SURPRISE

Tuesday, September 7th, being the occasion of the anniversary of the birth of our Club's Merry Sunshine, known to the world at large as Matilda J. Schimpf, some of her more intimate friends thought it would be nice to give her a little surprise party. The affair was planned by Mrs. Mae Long, who

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invited the guests and arranged for the luncheon. She also with the assistance of the others arranged for a handsome bouquet, a vase and a silk boutonniere as a birthday gift for Miss Schimpf.

However, some of the guests learned that the day was Mrs. Long's birthday as well as that of Miss Schimpf, and when the time came for the presentation of the gifts, similar ones had been prepared for Mrs. Long, much to her astonishment. They had a merry time and decided that birthdays are a very nice thing when one's friends remember them so pleasantly.

COMING EVENT

Sunday, September 19th

Members planning to accept Miss Palmer's invitation, please meet in front of the St. Francis Hotel—Post Street entrance—at 9:30 a. m., where the special auto buses will be stationed.

Cost of trip between $3.00 and $3.50, depending on number going.

EVENTS COMMITTEE.

AS PANTS THE HEART

(A Hint)

There once were some ladies, audacious,
Who dwelt in a city, most spacious.
In the town's lesser dirt
They each wore a skirt,
But up in the mountains—oh, gracious!

LILLIAN PALMER.

OUR NEXT DINNER

At Which the Speakers Are to Be Miss Gada and Miss Glenn

Our fellow Club members, Miss Gada and Miss Glenn, have just returned from a sojourn of over a year in Europe. During their wanderings they carried with them a miniature "movie" camera, and they have brought home "closeups" of some of the things they saw abroad. They will use these to illustrate their chatty, informal talk on their European experiences.

CLUB NOTES

CAROLINE BACHICH

Welcome home to Miss Jennie Gada and Miss C. Glenn, who for the past year have been traveling through Europe. We were glad to greet them at dinner last Tuesday and now we want to hear all about their wonderful trip.

Miss Harriet R. McDonald, our associate member from Hollywood, has been spending two weeks' vacation here, and her friends were pleased to welcome her at dinner last week and at the Club rooms on several occasions.

At our last meeting, Mrs. Emily Melville, well-known San Francisco actress, was made an honorary member of our Club.

Our Remembering Fund Committee has announced the receipt of a donation from a non-member in memory of her sister.

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Miss Caroline Nunlist was married September 10th to James Remus Wright at the Little Church Around the Corner in New York City.

Among other items of interest at the Convention was a telegram, read by President Z. Clements, from Miss Gail Laughlin of Portland, Maine, in which she sent greetings and best wishes to those assembled.

Lydia Floan and Gertrude Mowder had such a good time at Hollywood during the Convention that they decided to stay there for another week. Lydia has a way of getting places, and after the Angelus Temple was crowded and the entrance roped off, she convinced the guard that it was her last chance to hear Mrs. McPherson speak, and he let her through and gave her a seat in the ushers' box.

For the twenty who are to attend the dinner on Saturday, September 18th, at the home of Mrs. A. W. Wise, following information is given: Dinner will be served at 6:15 p. m. Address Castle Court Apartments, 2308 Leavenworth Street. Take O'Farrell cable car and get off at Lombard Street, walk down steps to Leavenworth.

OUR THURSDAY EVENING AT HOME

Last Thursday evening, being the ninth and Admission Day, we celebrated appropriately by keeping the Club rooms open and admitting all who came, in spite of obstacles and adverse circumstances. At the eleventh hour we heard there would be no elevator, but "old Charlie," the watchman, valiantly came to the rescue and ran the elevator for us. Four flights of stairs might have seriously dampened the enthusiasm of even Thursday devotees. Once here, however, holidays and elevators were forgotten. Ida Reed and Celia O'Brien were with us with their magic cards and generously handed out long journeys, prosperity and blonde men or dark, according to your preference. The bridge table with Mary Baker presiding vied with the fortune tellers for popularity. Before we knew it, the evening was over and Charlie was inquiring "if the meetin' was out," for he wanted to lock up.

MABEL PINGER.

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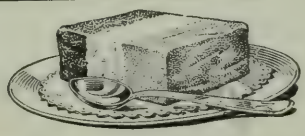
Stenographer, twelve years' experience, desires permanent position. Native of San Francisco; can furnish excellent references. Address E. V., c/o "Business Woman," 447 Sutter St., San Francisco. Phone, Bayview 4253.



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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 SEPTEMBER 25, 1926 No. 38

Weekly *Program*

LUNCHEON

TIME—September 28, 1926.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Mrs. Harriet P. Tyler.
SUBJECT—The Proposed Amendments to the State Constitution.
CHAIRMAN OF THE DAY—Miss Caroline Bachich.

Please make your reservations early at the Club Rooms—Kearny 3416.

Contributions to the Florida Relief Fund will be received.

THREE ROUSING CHEERS!

for the two absolutely perfect hostesses
Miss Lillian Palmer
and
Miss Emily Williams
and their most efficient assistants.
Rah! Rah!! Rah!!!

Such hospitality, such abundance of delicious eats, such amusing games—in fact, such an absolutely splendid day in the open has seldom before been enjoyed by the thirty-five members who attended the "Two-tonic" picnic on Sunday, the 19th. "Income-Pat-Eye-Bull" is not the word to describe it, although we do think the Wild Man and the Bull should have received prizes. Altogether, it was with regret that we uttered "Farewell."

JOSEPHINE WEED.

SUNDAY AT WAKEROBIN

Do you remember when you went to school and the teacher wanted you to write a composition on "What I Did Last Sunday" and you didn't know what to write because you hadn't done anything at all last Sunday? Well—this is different! The difficulty this time is not to tell what we did, although there is hardly room enough in one issue of THE BUSINESS WOMAN to tell everything we did, but to tell how we did it.

How can anyone possibly put down in black ink on white paper the color, and the taste, and the smell and the noise, and the spirit?

Take color alone. Starting with a blue plush lined bus and running through autumn-turning orchards and a little sparkling of the bay, up to the hills, the curving roads, the brown shingled house; through a gigantic meal ranging from ivory macaroni and lettuce green (tinted with translucent or transcendent pale lavender garlic) lurid with tomato "sarsa" (at least, that's what it sounded and tasted like), golden bread, to the crowning glory of honest-to-goodness barbecue, which is almost black and coffee of the color of the Queen of Sheba's eyes. And again, through the gray of the stone fireplace and the terrace, the sunlight pattern through the trees, the gorgeous array of fruits, the red candles, orange slices in the lemonade, blue and white dishes; and back all the way through sunset and wine tinted hills with violet shadows, together with a few trillions or so of stars and a silver moon. Then the twinkly city lights to welcome us home.

The description of taste and smell is not to be even attempted. As for noise! Milt Gross would say: "Sotch a huprurr! Witt leffter, und sinkink, wit shuttings, with hurmunnicas, wit tukking one with hudder. Is diss a seestem!" It surely was a system; and also should be added the welcomings and the effective elocution in the choice charades.

As for spirit! We're-glad-to-be-here-and-we're-glad-to-have-you-here is the only adjective which will describe it.

It can't be done. A "composition" won't express it. Here are the cold facts. Place, The Summer Home of Miss Lillian Palmer and Miss Emily Williams; Event, Visit of the Business and Professional Women's Club; Number of Invaders, 27 (chauffeur extra); Number already on hand, 6; Total, 33; Entertainment: Eating, Scenery and Charades; Food, Perfect and Super-Abundant; Climate, Ditto; Guests, Ditto (omit Super-Abundant); Everything, Ditto. Additional Features: Presentation of Torch, Presentation of Prizes, Presentation of Birthday Cake. Extra Extra Special—Motion Pictures Taken. Chefs, Hostesses, etc., etc.: Ayers, Gada, Glenn, O'Hara, Palmer, Williams. AUTHOR'S NOTE: This arrangement is

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alphabetical and not in any way an indication of degree of merit.

There's a lot left out. The author was too busy having a good time to remember everything. Besides, what can you expect of a

WILD MAN?

UNIQUE FUND

The dinner given by Mrs. Gertrude Wise and Miss Caroline Bachich at the home of Mrs. Wise last Saturday, to swell the Unique Fund Pot, was a success socially and we understand financially. The hostesses were prompt and dinner was ready at 6:15 as announced. 'Mid much laughter and kidding, dinner was served by beautiful waitresses, and the cooks are to be congratulated on the delicious dinner. But — after everyone was feeling very friendly with the world, little bits of papers were passed around and those who drew the unlucky "X's" were ordered to serve the cooks and waitresses. After dinner there were reading contests and fortunes told. Those present were Ida J. Lord, a very new member, Mrs. Clemm, Marie Whaley, Florence Attridge, Agnes Duffy, Mrs. D. R. Withers, Johanna Heim, Clotilde Grunsky, Lydia Floan, Mabel Pinger, Eleanore Walters, Janice Waterman, Terese Forman, Winifred Kerr, Gertrude Mowder, Ethel Stewart, and Lydia Johnson. The waitresses were Mrs. Chas. McCarthy, Mrs. Rex Bush and Miss Helen Boyle.

ONE WHO WAS THERE.

THURSDAY EVENING

Wasn't it splendid to see so many old friends last Thursday evening, and a number of new friends, too? We are always so glad to see the new members, and this is just a whisper in your ear—if you want to feel at home and get acquainted quickly, come out Thursday evenings.

Mrs. Good gave us a very pleasant surprise by bringing as her guest, Mrs. Buckminster of Pasadena, whom we used to know as Louise Guthridge. Mrs. Buckminster is a member of the Pasadena Business and Professional Women's Club. Mae Cummings was here with her sister, whom we are always glad to welcome. Miss Anna Read had as her guest, Mrs. Hopps, of the Hartford Insurance Company. There was also our faithful club mother, Mrs. O'Brien, whom we always love to have with us. No matter what good times we have, we always miss our good friend, Mrs. Riley, and we are looking forward to her return after her vacation in the north.

MABEL PINGER.

CLUB NOTES

CAROLINE BACHICH

The Club extends sincere sympathies to Mrs. Margaret Yale, President of the State Federation of B. P. W. C., in the recent death of her husband.

The Remembering Fund Committee has announced that a scholarship has been given in the name of Lucille Smith, to a young girl for a business course in Munson's School for Private Secretaries. Lucille Smith was a member of the Club at the time of her death.

We have heard that Miss Arline Cavins, our member from Bakersfield, is to be married soon. We did not hear the name of the gentleman, however.

At our last luncheon we were glad to have with us Mrs. Lombard of the B. P. W. C. of West Virginia, and Mrs. Morrison of the Lafayette, Indiana, Club.

Dr. Susan H. Hamilton spent the week end at Sonora, where she went to attend the funeral of a friend.

Mrs. A. F. Cosgrove has gone to Philadelphia to attend the convention of the National Hairdressers' Association, which will be held in that city September 13th to 17th. Mrs. Cosgrove is a charter member of the association.

The sympathies of the Club are extended to Mrs. Rose Miller in the loss of her mother.

Miss Grace Staub left for her vacation September 15th. We did not learn where she is spending it. She recently presented the Club library with "Rendezvous," by Elizabeth Finley Thomas.

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Miss Wendemuth and Mrs. Pickett left on Tuesday for Humboldt County, where they will remain several days.

One of our members, who wishes to remain anonymous, has recently presented the Club rooms with a new book, "Thunder on the Left," and also a cover for our telephone book.

We are informed that Miss Russella Ward has moved to the Chevy Chase Club on Pacific Avenue, where she will spend the winter.

OUR EXHIBIT AT HOLLYWOOD

The San Francisco Club exhibit at the Hollywood Convention was a success, due entirely to the co-operation of those members who sent in their exhibits on such short notice and to the kindly courtesy of the advertising staff of The Emporium, through whose efforts the material submitted was mounted artistically on screens, which were crated and expressed to Hollywood. The attractiveness of the exhibit was greatly enhanced by the lovely cream-colored vase filled with exquisite imported red poppies sent by Hale Brothers through our member, Rose Brown.

The exhibit was shipped back from Hollywood and has been set up in the Club rooms so that those members who did not attend the convention may get some idea of what was accomplished on short notice. Believing in preparedness, we feel this is a good opportunity to inform each member of the Club that she will be expected to produce an exhibit of her work for the 1927 Convention in San Francisco. So get busy with the well-known old pep and enthusiasm, buddies, and help make the "Hostess Club" exhibit for 1927 a winner.

MARGARET DAILEY.

THE GYM CLASS NEEDS YOU AND YOU NEED THE GYM

Vacation season is over, but none of us want to lose any of the pep which we acquired this summer. How can you retain it? Join our gymnasium class, which is beginning a new term.

Mrs. Mary Stehley Close, the director of the class, has returned from a summer in New York and will conduct the gymnasium and folk dancing section every Thursday evening at 6 p. m., in the Club rooms, beginning Thursday, October 7th.

In order to allay any fears which may have permeated the minds of some of the members of the Club, we want to tell you that the work is very simple, but, oh, so invigorating! None of the members of the class are professionals. There is nothing to catch up with. Everybody starts on the same basis.

Sitting at a desk all day stiffens the muscles. Five minutes of class work and you will be surprised how much better you feel. The work is a panacea for all ills. If your daily occupation is active, the gymnasium class will exercise a different set of muscles and will teach you to stand and walk and breathe properly. If you are fat, you will reduce. If you are thin, you will find yourself imbued with an enormous appetite immediately after the class adjourns and the additional calories which you will consume will make you grow fat.

Above all, it is a good thing to get together once a week and forget our work and learn to play. Mrs. Close thoroughly appreciates the needs and limitations of tired business women. The exercises she gives us are beneficial but not too strenuous.

The convenience of having the gymnasium class

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on the same evening as the "At Home" will appeal to those who do not wish to take two separate evenings out of a busy week for club activities. There will be ample time to go out for dinner between the two events. Visitors are always welcome. The class is not limited to Club members. Bring your friends.

The proof of the pudding is in the eating. Talk proves nothing, but just attend one of our classes and you will be convinced.

GYMNASIUM COMMITTEE.

THE LADIES' PARTY

If there is anyone at this present time who is entertaining the idea that business robs, or might rob, women of their femininity, he would have been promptly and thoroughly disabused of that idea if he had attended the "Ladies' Party" given Tuesday evening, August 31st, by the Business and Professional Women's Club.

Skirts were worn modestly long. Jazz music was taboo. One of the members played (or was it rendered?) "The Maiden's Prayer" on the pianoforte; another sang "The Mocking Bird." Godey's "Ladies' Book" was the accepted authority on every occasion. Only the politest forms of literature were discussed — Tennyson's poems, Miss Mulock's novels. One heard Eliza Cook feelingly mentioned. Two of the members gave a tasteful exhibition of the polka, and so skillfully did they handle their skirts that never once were their ankles seen. But

"Their feet beneath their petticoats
Like little mice peeped in and out
As if they feared the light."

Miss Grunsky presided, which she did with grace and dignity, never even in slight degree approaching the unmaidenly.

The forepart of the evening was given up, in addition to the music above mentioned, to mental contests of a light nature and suited to the limitations of the feminine intellect. Suitable prizes were awarded, their value being commensurate to the effort required to win them.

Last came the event of the evening, the address by Nancy Barr Mavity. In a most interesting way she traced woman's gradual emergence from a sheltered home life into an active and successful business and even political life. Step by step she traced it from the time when, if a woman's father were unable to supply her needs, her only resource was to become a governess, up to now, when even the most conservative person would hesitate to set a limit to woman's activities. She cited many instances showing woman's ability in numerous fields of endeavor, and ventured the prophecy that her progress would continue with never a backward step.

From start to finish the evening was a most enjoyable one, and we learned once more what a benefit an evening spent in play may be. One of the members was heard since to remark that the evening had made her feel ten years younger.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 OCTOBER 2, 1926 No. 39

Weekly *Program*

DINNER

TIME—October 5, 1926.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY

Please make your reservations early at the Club Rooms—Kearny 3416.

"IF"

(*With apologies to Kipling*)

(As is well known by all her friends, Miss Florence Attridge is a lover of fair play. Her sympathies unconsciously go out to the under dog. This no doubt prompted her — though she herself is bobbed—to send in the following poem with the comment, "Don't you think our long-haired 'sistern' should be given a little encouragement?"—EDITOR'S NOTE.)

If you can keep your hair when all about you
  Are shearing theirs and wanting you to, too,
If you can hold your tongue when others mock you,
  But make allowance for their mocking, too;

If you can force your heart and nerve and sinew
  To keep your hair long, after theirs is gone,
And hold on to it when there's nothing in you
  Except the will which says to you, "Hold On!"

If you can talk with crowds and keep your locks, too,
  Or walk with "Sheiks"—nor lose your common sense;
If neither foes nor loving friends can hurt you,
  If women dub you "Freak" in self-defense;

If you can smile with not a hat to fit you,
  If you can sigh, but never shed a tear,
Yours is the Earth and everything that's in it,
  And—which is more—You'll be a lady, dear.

—V. L. SHEPHERD in *Harper's Magazine.*

MISS GLENN'S ILLUSTRATED TRAVEL TALK

One of the most interesting dinner meetings we have had this year was that of Tuesday, September 21st, when Miss C. L. Glenn told us about the trip which she and Miss Jennie Gada took abroad, and showed us the moving pictures which they took at the different places they visited. The pictures were remarkably good, and Miss Glenn explained them so realistically that we almost felt as though we were seeing the actual scenes instead of pictures of them. Miss Gada was unable to participate in the entertainment. She became too friendly with some poison oak which she met at Wakerobin last Sunday.

THE GYMNASIUM CLASS

Cymanthy, of ample proportions, and husband Hi, once visiting an art gallery stopped before a statue of divine form. "What's that?" asked Hi. Cymanthy, perusing her catalogue, replied: "Why, that is Venus, the woman with the most beautiful form in the world." Hi looked long and hard at the statue, then at Cymanthy, and said: "Well, if that is so, the good Lord sure made an awful job of you, Cymanthy."

MORAL: Had Cymanthy been a member of our gymnasium class, she would never have merited such rebuke.

Last week we told you of the work and fun provided by these weekly classes. Thursday evening, October 7, will be the organization meeting for the new term. How many of you are going to be present?

We all need exercise. The day and age of drugs and weeping, wailing and gnashing of teeth has

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San Francisco *Telephone, Kearny* 3416

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Auditor.....Grace A. Staub
Honorary President, Lillian Palmer

Directors

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Terese Forman Mrs. D. R. Withers

Committee Chairmen

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House.....Mrs. M. E. Barr
Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
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passed. This is the era of care of the body, particularly through exercise, and the day of joy and happiness.

Our gym classes provide both these. Just try one evening and you will be convinced. Make your reservations immediately. You owe it to yourself and to your work to devote some time toward the maintenance of your health. One hour a week is little enough. We look forward to having the biggest class we have ever had. WILL YOU BE THERE?

GYMNASIUM COMMITTEE.

THE DINNER OF SEPTEMBER 7th

As was announced, it was given over entirely to the returned delegates. When they made their entrance it looked very doubtful as to whether there would be any reports or not. They looked more as if they were just back from No Man's Land instead of from a peaceful convention. However, as the evening progressed, we found that their condition was not so serious as at first appeared, and that the only thing from which they were really suffering was regret that the convention was over and they had had to come home. The only one of the delegates who had experienced any serious injury was President Lord, who found herself obliged to undergo a capillectomy while away. She is doing nicely, however, and all her friends pronounce the operation a complete success.

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SOME THINGS THAT HELP TO BRIGHTEN THE EDITOR'S PATH

Words of Appreciation from Our Advertisers

The most recent of these are from Mrs. Anna S. Hunt, in which she thanked THE BUSINESS WOMAN for its several reading notices, and also the various Club members who have given her their support.

Sundry Donations of Money to the Paper

This is a very agreeable way some members have of showing their appreciation of what THE BUSINESS WOMAN means to them. Miss Rena Lawrence assisted in this way not long since.

Contributions, Original and Otherwise

These have consisted of various items of interest to business and professional women. They have been received from a number of the membership and are always appreciated. They not only help to fill the paper, but are also an evidence of the interest taken in this branch of Club activity.

OUR NEXT BUSINESS MEETING

After due consideration it has been decided until further notice to have our business meetings, dinners. Any member, however, who for any reason finds it inconvenient to come to the dinner will be very welcome at whatever time she may be able to come. The business meetings are very important, and we need the counsel of all our members in forming plans and making decisions.

IDA J. LORD, President.

CLUB PINS

Are all our members supplied with the Club pin? Miss Ackerman has three on hand which she will be pleased to let you have. The price is $3.50.

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OUR THURSDAY EVENING AT HOME

DEAR MISS TABER:

It was a cozy little group that gathered for talk and tea last Thursday evening. The opera and fashion show were running in competition with us, but in spite of this, there were enough loyal members who preferred the club rooms to outside attractions.

It was a pleasure to welcome Mrs. Wiltse's charming daughter, who has come out to the Coast for her first visit, and she assures us she would love to stay.

Might I at this point very humbly inquire why our worthy editor has not graced the club rooms with her presence Thursday evening for ever so long? It might be well for her to look in and assure herself of the truth of my weekly statements, and we should love to see her.

MABEL PINGER, Hostess.

TAKE NOTICE

Club dues will be delinquent October 1, 1926.

MABEL PINGER, Treasurer.

TO BE VOTED ON AT NEXT MEETING

Shall our Club indorse Proposition 10 on November ballot? That is ratification of Act of 1925 authorizing issue of $8,500,000 for State building.

CLUB NOTES

CAROLINE BACHICH

Miss Olga Dahl and adopted daughter, Dallas, have returned from a tour through the United States, visiting principal cities, including the Sesqui-Centennial Exposition at Philadelphia. Miss Dahl says "after all, one must visit other States to appreciate the scenery, fruits and flowers of California."

We were glad to have Mrs. Suzanne V. Bolles and her friend, Mrs. Robert A. Dean, with us for dinner last Tuesday. We hope she will come more often.

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Among our outside guests at the dinner last Tuesday were Miss F. Clark, formerly of Chestershire, England, and Miss Ethel Hetherington, of New York.

The Club extends sympathy to Anna C. Clapp in the death of her mother.

It is reported that Mrs. Margaret Yale, President of the State Federation, has passed the crisis in her illness and is now on the road to recovery.

Miss Ida Reed has just returned from a trip to Seattle, where she attended the convention of the Pacific International Photographers' Association. A card received from her reads as follows:

"I have just had the most glorious walk of my life through snow and more snow; and as the convention was a success, I am thoroughly enjoying myself."

Miss Irene McWherter of Whittier is visiting her cousin, our Club member, Miss Rose Brown. Miss McWherter called at the Club rooms one day last week, and we are hoping she may be induced to make this city her permanent residence and become one of us.

Miss Anabel Briggs, a member of the Business and Professional Women's Club of Ponca City, Oklahoma, called at the Club rooms recently.

A card received from Miss Margaret Wagner, dated from Pittsburgh, Pa., states that she is taking a trip through the East and will return about the middle of October.

Miss Ethel Jones is away on her vacation.

Mrs. May F. Riley has returned from a vacation trip in the north. Perhaps she will tell us about it some Thursday night.

Miss Clotilde Grunsky left on Sunday for a trip to Philadelphia.

Mrs. Estelle Walker has enriched our library by the gift of thirteen volumes.

A card just received from Miss Grace Staub indicates that she is spending at least a part of her vacation in and around Los Angeles. She appears to be studying the advertising tactics of the southern city—perhaps with a view to putting them into practice on her return home.

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San Francisco Business and Professional Women's Club

Vol. 3 OCTOBER 9, 1926 No. 40

Weekly *Program*

LUNCHEON

TIME—October 12, 1926.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Dr. Susan Harris Hamilton.

SUBJECT—What Do You Eat for Breakfast?

CHAIRMAN OF THE DAY—Miss Ida M. Reed.

Please make reservations early at the Club Rooms—Kearny 3416.

THE OPTIMIST

Ever start to work some day
  Feelin' awful blue?
Thinkin' that old Fate has slipped
  A rotten deal to you?
Cheer up, pardner, nary cloud
  But has a silver linin',
And if you'll turn it inside out
  The brightness you'll be findin'.

A mighty good prescription
  To rout Old Man Discontent,
Is to help some other fellow
  Whose back is burden-bent;
Smile, and 'twill find an answer
  In some other body's face,
'Cause after all, this grim old world
  Is not a half bad place.

So, when you feel like grouchin',
  Just give yourself a pause,
Stop a moment, and you'll find
  You haven't any cause
To gloom around and scold and fret,
  When things don't go your way;
The sun may shine tomorrow
  Even if it won't today.

Just take a look around you
  At the poor, the sick, the blind,—
You're better off than they are,
  Fate isn't so unkind,—
And you'll come to the conclusion
  Before you've counted five,
That, after all, it's pretty good
  Just to be alive.

From "ALLSPICE,"
By MONA HAMILTON,
Oakland, Calif.

FIRST QUARTERLY MEETING OF THE NORTHERN DISTRICT

About 100 members from the Clubs of the Northern District attended the first quarterly meeting at Richmond, Sunday, October 3rd. Breakfast was served at the New Carquinez Hotel, and after introductions were made, the Mayor of Richmond, Mrs. Mattie Chandler, spoke a few words of welcome. Reports of the last meeting were read and accepted.

Miss Z. Clements and Miss Z. Potter read letters from Mrs. Margaret Yale, President of the State Federation, who has almost entirely recovered from her illness and is again at home. A resolution was passed that the Northern District extend sympathies to Mrs. Yale in the death of her husband, and in memory, those present stood with bowed heads for one minute. Mrs. Yale will establish headquarters at the San Francisco Club Rooms, and the third Saturday of each month has been set aside for meetings.

The question of the National Convention was discussed. It was unanimously decided that all the Clubs of the Northern District would help Oakland in whatever way possible to make the National Convention next July a success.

Mrs. B. M. Wilson, Publicity Chairman, asked that if anyone had any suggestions to offer, or any advertising they wished to send out, to send them to her at the Court House, Oakland.

The possibility of the District to start a Scholarship Fund was discussed.

An invitation was extended by Stockton, and was accepted, that the next meeting be held in that city. The date was set for the first Sunday in February.

After the meeting the Richmond Club took all those who wished on a sightseeing tour around the city.

CAROLINE BACHICH.

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Caroline Bachich Rose Mainprice
Terese Forman Mrs. D. R. Withers

Committee Chairmen

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House.....Mrs. M. E. Barr
Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
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THE LUNCHEON OF SEPTEMBER 28th

One of the most interesting luncheon meetings of the year was that of September 28th, when our own Harriet P. Tyler told us what the constitutional amendments are about that we are to vote on at the November election. It doesn't sound like a very fascinating subject, but she held the interest of her audience from start to finish. Mrs. Tyler had evidently made a careful study of the proposed amendments, and explained them in a very clear and concise manner. It is to be regretted that our entire membership was not present.

OUR THURSDAY EVENING AT HOME

Our humble apology for the disappointment! We had promised a lovely surprise for last Thursday evening, but the surprise was on the hostess. Our Hollywood delegation was going to sing for us and the band was going to play, just as they did at the Convention, so that those of us who were not there would have had the chance to enjoy the entertainment provided by San Francisco at Hollywood. But to our great regret Mrs. LeRoy, our song leader, was too ill to be at her post, and the songs and the band will have to wait for another time.

Even so we had a jolly evening. There was a fine crowd, who took the disappointment like good sports and entertained themselves with cards, checkers or conversation in their usual informal way.

May I take this opportunity to thank everyone, whose loyal support has been such an assistance during all of last month. The September Thursday evenings have been a pleasure and a joy to

THE HOSTESS.

ALL MEMBERS PLEASE TAKE NOTE!

The sub-group for October of the Membership Committee is on the job! Every member of the Club will be expected to produce a nice new addition to the membership before we move into our new quarters. Watch for your bulletin, which will be issued within the next week or ten days.

MARGARET DAILEY.

THE NEXT EVENT Oct 20

On Saturday, October 16th, through the courtesy of Mr. Sherman, the President of the State Board of Harbor Commissioners, we are to have an opportunity to study San Francisco Bay, as guests of the Commissioners. The boat will leave at 1:30—number of the pier will be given in our next issue, or may be learned by telephoning the Club Rooms. Capacity of the boat is limited to 50; therefore it behooves those wishing to go to make their reservations promptly with Mrs. Burlingame. The trip will last about three hours, and there is no charge connected with it. Those who may not have time to get their luncheon before time for sailing may take box lunches and eat them on the boat.

EVENTS COMMITTEE.

CLUB NOTES

CAROLINE BACHICH

It was a pleasure to see Mrs. Anna S. Hunt at luncheon last week, as we have not seen her for a long time. She says she is going to come more often, and we hope she may do so.

Mrs. E. L. LeFevre also has joined the "Bobbed Head" section.

Two of our guests last week were Miss McClinick of San Jose and Miss Rogers of Portland.

Among those present at the luncheon on September 28th was Mrs. Sophie Whipple Root of Burlingame. She was so impressed with the address on that occasion that at her suggestion the North Burlingame Community Club, of which she is a member, have invited Mrs. Tyler to speak to them on the same subject.

Telephone Douglas 7737 ANNA S. HUNT

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Corselettes

AN APPRECIATION

October 1, 1926.

Dear Miss Taber:

We are told that to stand at a distance gives one a better perspective. I believe that is true whether applied to a physical property or to a mental attitude. After a month's absence from Club, I return with a wider conception of just what it means to "belong." I went down to Club last night and had a lovely time—not as hostess, but as a member. Mrs. Pinger has a most engaging manner, and I am grateful to her for the splendid entertainment she provided during September.

By the time this is in print, we shall have held a meeting and formed plans for the next four months of Thursdays. We shall have many interesting announcements.

Sincerely,

May F. Riley.

BLINDCRAFT

The interest of our Club has been solicited in behalf of this very worthy institution which provides a means of earning a livelihood for those who have not their sight. Any assistance that our members can give in the way of extending the patronage of Blindcraft products would be appreciated. Miss Grunsky and Miss Heim visited this institution some time since and will be glad to give any information about it that may be desired.

UNIVERSITY USES MATCHES FOR LIGHT

Have you ever visited a museum in which the objects on display had to be examined by the light of matches?

If not you have never visited the Museum of Anthropology on the Berkeley campus of the University of California, used by the students in connection with the study of the history of man.

The museum, also used for classrooms, is a corrugated iron warehouse originally built in 1904 as a temporary storehouse for anthropological material then being gathered from every corner of the world at the expense of a private citizen.

No skylights were provided and the construction of offices and classrooms about the walls has shut off what few windows there were. As a result, students wishing to make use of the material on display usually light matches to see in the cases, or give up in disgust.

This structure is only one of forty inadequate academic buildings on the Berkeley campus and it was for this reason that the Legislature at its last session authorized, with the approval of the Governor, a bond issue carrying funds for the erection of several new buildings.

The bond issue will be placed before the public for approval at the general election November 2, as Amendment 10. It provides for, in addition to buildings on the Berkeley campus, the completion of a State office building in Sacramento, the erection of a State office building in Los Angeles and the erection of needed buildings on the Southern Branch campus of the University of California. The total amount of the bond issue will be $8,500,000.—*U. C. Clip Sheet.*

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TO A STENOGRAPHER

Your fingers wander idly o'er the keys,
As some one asks you, "Won't you take a letter?"
And when that's done you type it as you please,
And wonder why the world loves you no better.

DIARY OF A HARD LUCK SALESMAN

9:11—Looked over racing results.
9:46—Stopped to see show window circus put on by lady advocating hair tonic.
10:05—Held curbstone conference with old acquaintance.
10:37—Helped one thousand other people watch messenger boy feeding pigeons.
11:00—Called on prospect. No luck.
11:02—Had measure taken for new pipe.
11:30—Phoned my favorite boyish bob. Closed big deal for Saturday night.
12:18—Went to see about radio batteries.
12:45—Time out for lunch.
2:10—Joined excited possee watching man put on new tire.
2:31—Called on prospect. This fish is dead and buried from the eyebrows back.
2:33—Watched derrick lifting steel beams. Very educational.
3:12—Had argument with guy for stepping on my foot.
3:35—Called up prospect I forgot I had date with. No luck.
3:49—Joined class studying modern methods of moving a safe.
4:15—Called on prospect. No luck.
4:17—Decided to cross street.
4:32—Bulletin: Landed safely!
4:41—Quit for the day. Lotta hard work. No luck.

—Harry Daniel in *Thrift Magazine.*

WHAT A GROUCH!

In "Undelivered Letters," Cosmo Hamilton makes one of his characters say: "A middle-aged woman's respectability and common sense fall to the ground with her tresses. All her past is left on the floor and she goes to a giddy future."

What an unfortunate experience the poor man must have had to make him write like that! It is quite evident that his acquaintance did not include any business or professional women.

ONE EXAMPLE

Irate Employer: "Late again; have you ever done anything on time?"

Clerk: "I bought a car."

POSITIONS WANTED

Position wanted by experienced real estate stenographer and bookkeeper; best local references. Mrs. V. P. Tompkins, c/o "The Business Woman," 447 Sutter St., San Francisco. Phone Kearny 3416.

Position wanted by stenographer and bookkeeper having about seven years' experience in various secretarial positions. References. Address M. H., c/o "The Business Woman," 447 Sutter St., San Francisco. Phone Prospect 6902.

Wanted—Position as credit grantor—full charge bookkeeper, by young woman of executive ability. Six years' experience. Tel. Kearny 3416.

POSITION WANTED by young lady who has had bank and insurance experience while going through college. Is a typist and has general office knowledge, is studying stenography and is willing to work hard if there is chance of advancement. Address Marie Brownson, 2730 Webster Street, Berkeley, Calif.

Position as stenographer or secretarial work wanted by lady with ten years' experience; excellent references. Address A. E. B., c/o "Business Woman," 447 Sutter Street, San Francisco. Phone Kearny 3416.

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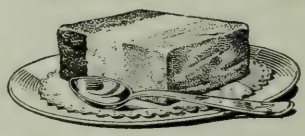
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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 OCTOBER 16, 1926 No. 41

Weekly Program

DINNER

TIME—October 19, 1926.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

SPEAKER—Emilie Melville, well-beloved San Francisco actress.

CHAIRMAN OF THE DAY—Clotilde Grunsky.

Please make reservations early at the Club Rooms—Kearny 3416.

THE "BUSINESS MEETING" OF OCTOBER 5th

It was supposed to be a business meeting, and there was some business transacted, but the real interest of the meeting was in the reports of the Presidents, past and present, as to the more or less unique manner in which they severally became possessed of the $5.00 which they were to turn in to the treasury that evening.

Miss Palmer and Miss Grunsky were unavoidably absent, but each sent in a report. We will make no comment on Miss Palmer's story, for it is given in full in another column; but we regret to state that Miss Grunsky shamelessly confessed that hers was acquired entirely in criminal pursuits. She mentioned pocket-picking and even murder with no compunction whatever. She didn't seem to find a criminal career very profitable, for she mentioned a number of murders which in their entirety netted her but 15 cents, among them being five snails at one cent each.

Dr. Hamilton appears to have worked a little harder than any of the others, for she spent a good part of her vacation rowing a boat at fifty cents per row in order that her husband might fish. To be sure, he got no fish, but she couldn't be blamed for that.

Perhaps the saddest experience of any was that of Margaret Mary Morgan. Nothing but her dogged, Maine-engendered perseverance enabled her to continue until at the very last her efforts were crowned with success. Notwithstanding the facts that a hen in which she had reposed great confidence developed a crow; that after having contracted to paint a flagpole she was not allowed to do it; and that many other disappointments and discouragements beset her, the hearing of which reduced her audience to sympathetic sobs and tears, she kept on undismayed. At last, disguised as a plumber, she went to serenade Miss Z. Clements, who promptly gave her $5.00 to desist.

Last came the experience of the present incumbent, Miss Lord, who said she acquired her donation by self-denial. It seems she craved a certain hat, the price of which was $20.00. She conquered the craving, contented herself with a $15.00 chapeau and gave the $5.00 thus saved to the Club. So conscientious is she, that fearing she might not be thought to have *earned* the sum given, she brought with her a little *urn,* in which she placed the five-dollar bill as she presented it.

The prize, a $5.00 merchandise order on the White House, was awarded to Miss Lillian Palmer, the judges deciding that she had acquired her quota in a more unique manner than any of the others. Crime, self-denial, boat-rowing, and serenades, they were all more or less familiar with; but none of them had ever heard of anyone's renting a tree—hence the decision.

It was a jolly evening, although Ethel Jones almost created a scandal by telling right out in meeting the plays that Florence Attridge and Winifred Kerr have been seeing. No one seemed to notice that she herself was wearing a *green hat.*

If you really want to know what the business was that we transacted, ask Mrs. Walker to let you see her minutes.

A VERY AGREEABLE SURPRISE

The editor was both surprised and delighted to receive in the mail recently a check for $5.00 from an appreciative member, who said she had felt for some time that she would like to do something to help along our publication.

Another member subscribed to have the paper sent to two of her friends.

May the good work continue.

of garments hanging to my shoulders. For the damage done a handsome costume I was able to collect thirty cents, one dime being in the form of a check, which I enclose properly endorsed.

My little hoard had by now increased to fifty-two cents, and I guarded it as my life. That is, I thought I guarded it; but who can tell when temptation, always lurking, will pounce?

The newsdealer where I buy my evening *Call* offered to bet me that it was not Aimee in the Arizona hospital. Gambling! I can only ask you to believe that I am a hard-working, God-fearing woman, not given to speculating; but the chance to double my capital at one swoop was too much for me. I fell!

To you who are inclined to judge me, I urge that my lapse brought with it its own punishment. The hours of anguish I suffered, the restless days, the sleepless nights! I thought of my family, my friends, but all too late. The worst part of it was that the news dealer was a doubting Thomas. In vain did I haunt him and point out convincing head lines. It was ten long days and ten longer nights before he admitted defeat and paid the money.

I now had $1.02, and, having learned my lesson, determined to walk in the paths of rectitude and to engage only in legitimate labor. To this end I built a bootblacking (not bootlegging) stand and invested twenty cents of my dollar-two for materials. Never did I shine as I did at that Business Meeting. My patrons were fussy, but paid cash, and I went home $1.20 richer, so by the time I left for Los Gatos my capital had grown to the great sum of $2.02.

In that thriving town many business opportunities presented themselves, *but,* true to my resolution, I looked them over with great care.

At last I decided to rent a prune tree for the season. Going carefully over those at my disposal, I chose one so full of promise that no less than five props were needed to help the mother trunk support her offering of luscious purple fruit. The rent cost me $2.00, leaving me a nest egg of two cents. I have just sold my crop for $5.82, which, added to the residue of my capital, gives me $5.84. Some of this is in cash, some in checks, and all I respectfully tender.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 OCTOBER 23, 1926 No. 42

Weekly *Program*

LUNCHEON

TIME—October 26, 1926.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Mrs. Martha G. Evans, in charge of the Bureau of Domestic Relations, San Francisco.
SUBJECT—Unraveling Human Tangles.
CHAIRMAN OF THE DAY—Mrs. Susanne Bolles.

Please make reservations early at the Club Rooms—Kearny 3416.

THE JOY OF BEING

By John Kendrick Bangs

I

Whither my road is leading me
  Perhaps I do not know;
But, oh, the path is fair to see,
  And sweet the winds that blow!
In sun or storm, by day or night,
If skies are lowering or bright,
The highroad holds so much delight
  I run with heart aglow.

II

The lanes may thorny be, and lead
  To steeps heart-breaking high;
The forests wild with bush and weed
  My strength may mortify;
Yet, with resolve to do and dare,
I hold within my soul small care,
For hazards spread o'er pathways where
  The goals worth winning lie.

III

It is enough to live and plan,
  To joy in earth and sea;
To do what things a mortal can
  With spirit blithe and free;
To prove one's strength of soul, and will,
To meet and overcome the ill,
And in the end to gain the thrill
  Of manful mastery!

WHAT SOME WOMEN ARE DOING

(The following items, appearing in the University of California *Clip Sheet,* were called to our attention by Miss Ethel Jones.—Editor's Note.)

Mrs. Winifred Hathaway, Associate Director of the National Committee for the Prevention of Blindness, with which she has been associated for the past ten years, has probably brought the need and methods of safeguarding sight to a larger number of persons than any other man or woman in America.

WOMAN BOTANIST GOES TO MEXICO

With the companionship of but one attendant, Mae Ynez Mexia, member of the Botanical Department of the University of California, will brave the dangers of the Mexican wilds in her search for rare specimens of plant life.

Miss Mexia sailed recently on the first part of her expedition, which will take her through Sinaloa, Sonora, Durango and other little explored regions.

Regarded as one of the foremost women explorers of Mexico and widely recognized for her botanical pursuits, Miss Mexia is making her second expedition of exploration to the Latin-American republic.

Her sole companion will be an attendant who will have charge of the pack train. The search for rareties of the tropical plant life will start from Mazatlan, where Miss Mexia will disembark from the city of San Francisco.

Specimens gathered by the educator will be returned to the University of California for the purpose of study.

A permit for the expedition has been extended Miss Mexia by the government, and she plans to bring back one of the largest and most varied collections of plant life ever taken out of the country.

The Business Woman

Published Weekly, 447 Sutter Street
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Club meetings are held every Tuesday. Business meetings are held following dinner, the first Tuesday of every month. Program meetings take place on other Tuesdays, alternating with a luncheon or dinner as per notice. When a fifth Tuesday occurs, a dinner is held.

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Contributing Editors.....Inez J. DuGuid, Ethel L. Maxwell
Contact Editor.....Alice M. Jones
Club Reporter.....Caroline Bachich
Treasurer .....Lydia Floan
Advertising.....Celia A. O'Brien

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Vice-President.....Ida M. Reed
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Membership.....Lydia Johnson
Publicity.....Johanna E. Heim
Program.....Sarah S. Oddie
Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

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Except Saturdays

OUR THURSDAY EVENING AT HOMES

October 15, 1926.

Dear Miss Taber:

It was just another nice at home last evening. We had a goodly attendance, with some playing bridge and others getting better acquainted.

It was our pleasure to meet Mrs. Shaw of Yuma, Arizona, and Mrs. Bogue of San Francisco—both prospective members.

Thursday next (October 28) we shall have Madame Bond speak to us. Miss Banz will be hostess that evening, and in her behalf I ask all who possibly can, to come down to Club. I am sure we shall be well entertained.

At our committee meeting the following plans were made:

November 4, 11, 18, Miss Lambertson and Mrs. Bruhn will be joint hostesses.

December 2, Miss Banz will be hostess.

December 9, 16 and 30, Mrs. Pinger will receive.

(December 23 will be dedicated to our Christmas baskets.)

January 6, Miss Banz.

January 13, Mrs. Pinger.

January 20, Mrs. Bruhn and Miss Lambertson.

January 27 will conclude our first year of "At Homes," when I shall express my personal appreciation for the whole-hearted support of my committee, not forgetting the members whose attendance is making Thursday a distinct occasion for us all.

Sincerely,

May F. Riley.

YO-HO-HO

Yo ho! And not a bottle of rum in sight! However, that was the only thing lacking in a most nautical afternoon, Saturday, the 16th, when the Board of Harbor Commissioners piloted a large group of members of the Business and Professional Women's Club around the bay. Captain Keeler pointed out points of interest along the waterfront, explained the work of the Commission in dredging and improving the harbor and described the proposed construction to be undertaken.

All along the waterfront and down to Hunter's Point Dry Dock, where we disembarked to see the marvelous thing that is a drydock, where men harness the sea and make it do their bidding, and also the Oakland-Alameda estuary tube in the making, at least a section of it. It might be remarked here (carefully avoiding the negative statement) that there were several who nobly stuck by the ship and refused to go aloft, not that the sea was high, but the step was, and someone must maintain the dignity of the Club.

The Events Committee, by special arrangement with Providence, no doubt because of the great zeal displayed in all events, furnished perfect weather with only a little fuzzy fog around the edges as a contrast to the bright blue sky overhead. The Events Committee—three rollicking cheers! May they live long, and pr-r-r-osper!

Yo-ho-ho and at least we did see two old rum ships that the Government has confiscated.

Do you know that the hills are already faintly green? And aren't you always set to marveling anew at the loveliness of the bay, the beauty of the city, and the rapidly growing impressiveness of the sky line?

Janice Waterman.

DRAMATIC SECTION

All members of the Dramatic Section taking part in the Show to be staged on November 17 are requested to attend a meeting on Tuesday, October 26, at 7:30 P. M., at the Club Rooms.

NOT OUR GYM CLASS

This may be one way to do it, but it's not our way. The Boston *Transcript* tells the following story of a young bride who asked her husband to copy off a radio recipe she wanted. He did his best, but got two stations at once, one of which was broadcasting the morning exercises and the other the recipe. This is what he took down:

"Hands on hips, place one cup of flour on the

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shoulders, raise knees and depress toes and mix thoroughly in one-half cup of milk. Repeat six times. Inhale quickly one-half teaspoonful of baking powder, lower the legs and mash two hard-boiled eggs in a sieve. Exhale, breathe naturally and sift into a bowl.

"Attention! Lie flat on the floor and roll the white of an egg backward and forward until it comes to a boil. In ten minutes remove from the fire and rub smartly with a rough towel. Breathe naturally, dress in warm flannels and serve with fish soup."

We may not always keep our equilibrium and we probably turn to the right when we should turn to the left, but so far we have not carried a cup of flour on our shoulders nor have we inhaled baking powder. Our Gym Class does teach us assurance and poise. Anyone on the boat trip Saturday who watched the ease with which the members of the Gym Class swung down the ladder must realize what only two lessons can do. We even learn to fall down gracefully! Enough said!

GYMNASIUM COMMITTEE.

CIVIC SECTION

The Civic Section will meet next Monday evening, October 25th, at 7:30 P. M., at the Club Rooms.

DINNER WITH THE TRAFFIC CLUB

As guests of Nan Lawrence last Thursday evening, Miss Lord and I enjoyed a dinner meeting of the Women's Traffic Club of San Francisco, held at the City Club. Members of the Traffic Club are particularly well informed and wide awake, so that we were proud almost to the bursting point of the speakers and of the applause that each received, because they were all members of the Business and Professional Women's Club of San Francisco—Miss Clements, Mrs. Tyler and Mrs. Edward Dexter Knight. Their speeches were given with the usual ease that we know them capable of and showed absolute and complete knowledge of the subjects. Needless to say, they were given the closest attention and due appreciation by the audience, many of whom were men from the Pacific Traffic Association who had been asked to this joint meeting of the traffic organizations.

M. DUMAS.

BEWARE

Rastus: "Wheah you-all bin?"
Finney: "Lookin' foah work."
Rastus: "Man! Man! Your cu'osity's gonna git you into trouble yit."

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CLUB NOTES

CAROLINE BACHICH

Miss Z. Clements, Miss Margaret Mary Morgan and Miss Ida J. Lord attended the Dinner and Fashion Show given by the Alameda Club last Tuesday. Miss Morgan was one of the speakers. There was an attendance of about 200, and our "one-year-old" sister is quite grown up and everyone had a delightful time at her party.

Heartiest congratulations to Miss Harriet J. Fyfe, who has recently become a full-fledged attorney and counselor at law. We bespeak for her a successful career in her chosen profession.

Mrs. Mary E. Stewart has been in the Berkeley General Hospital for two weeks with a severe case of pneumonia. She is improving now and may be able to see friends in another week.

Mrs. Rose Mainprice has been confined to her home for the past two weeks with a very bad cold and other complications. She will not be able to be out for at least two weeks longer. Her telephone number is Alameda 3728-J.

Mrs. Rose Marx is back at her office after an operation for appendicitis.

We were very glad to see Mrs. H. A. Blockburger, with a guest, at luncheon last week.

Have you bought a Blindcraft broom yet? If not, when passing Seventh and Howard Streets, drop in and get one.

TABLOID REVIEWS

ETHEL L. MAXWELL

Galsworthy's "Silver Spoon" is a continuation of the story of the Forsyte family which the author told so well in the "Forsyte Saga" and "The White Monkey," and gives as only Galsworthy can a picture of after-the-war society in London and of the sparkling, selfish daughter of Soames Forsyte, Fleur Mont. If you read the preceding stories and are interested in a further account of the fortunes of the Forsytes, you will enjoy "The Silver Spoon" and the libel suit which forms the main theme of the story. Galsworthy is always worth while.

Another English story which is well written and worth reading is Warwick Deeping's "Sorrell and Son," the account of an Oxford trained English gentleman's struggle with post-war poverty and his efforts to provide his young son with the advantages which he had enjoyed as a boy. This story is thoroughly enjoyable. There is only one point about it that seemed puzzling to this reader: how the son, who is presumably ten or twelve years old in 1918, when the story starts, is presumably 28 or 30 when it ends. Will some of the other members of the Club who have read "Sorrell and Son" give us their views?

Sinclair Lewis' "Mantrap" landed in the movies so quickly after its publication that it was surely written by a man with both eyes on Hollywood, but just as surely not by the same man who gave us that wonderful portrait, George Babbit, and that equally fine achievement, "Arrowsmith." Perhaps Mr. Lewis is about to show us the development of a dual writing personality similar to that feminine Jekyll and Hyde, E. Barrington and L. Adams Beck. If you haven't read "Mantrap" and are an admirer of Mr. Lewis at his remarkable best, don't bother with it.

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The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 NOVEMBER 2, 1926 No. 43

Weekly *Program*

DINNER

TIME—November 2, 1926.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING
FOR MEMBERS ONLY

Please make reservations early at the Club Rooms—Kearny 3416.

THE POWER OF PRAISE

A little word of praise—what joy it brings,
And how it cheers the very soul of things!
'Mid starless night, mid sunless day,
'Mid dust and thorns along life's way,
A word of praise—and lo,
About us lilies blow!

A little word of praise—how quickly said,
How far its kindly influence is shed!
The pain, the grief, corroding care,
Life's loneliness, so hard to bear;
A word of praise—and then
The world is glad again!

A little word of praise—we cannot know
The bounds to which the spoken thought may go;
For words have wings of woe or weal,
And thoughts have power to harm or heal;
A word of praise—a gem
In Fortune's diadem!

A little word of praise—so short the time
Ere it will be too late to heed this rime;
Go forth and find some weary soul
Where raging seas of sorrow roll;
A word of praise—and "Peace!"
Shall bid the tempest cease.

—CLARENCE URMY.

BELLE'S SURPRISE PARTY

Did you know that Belle McDonald has just passed her eighteenth birthday? You needn't tell her so, but we thought she was at least twenty-five or so, said our President Lord. Shall the President be fined for thinking such a thought? Come on, let's fine her!

Anyway, Belle had the surprise of her young life. Her family made a dinner engagement for her and then along about nine o'clock telephoned her that she should come right home, as a friend had called. When Belle arrived, she found instead of the one friend, a group of friends, who wished her MANY, MANY HAPPY RETURNS OF THE DAY. To say there was astonishment on Belle's face is saying it mildly—take a look at her now; we are sure you will still see some of it.

Everybody had brought something to eat; even the President brought a couple of pickles, which she proceeded to eat herself. The table fairly groaned as it used to groan when we were little girls and really could eat, so we did the best we could. At that we had to leave a lot of food on the table, but we spent the evening well—well four square—for it was long after midnight when we thought of hieing ourselves to our own homes and preparing for tomorrow's work. Hi Ho Hum! such delightful parties can't come too often.

The Club Twins entertained us in a skit hot

Get your Tickets for the Show given by our
Dramatic Section
on Wednesday Evening, November 17
Emporium Auditorium, Jessie Street Entrance
A Dollar's Worth of Fun for Fifty Cents

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Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny* 3416

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Reception .....M. Dumas
Executive Secretary.....Mrs. Irma Burlingame

Office Hours from 10 A. M. to 3 P. M.
Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

from the Orpheum circuit and Lydia Floan won all hearts by pretending to find only nice characteristics in our handwritings. All this besides the delightful singing of Mrs. McDonald, Jack and Mae, and last, but not least, Belle Banz at the piano.

Of course there were presents for the eighteen-year-old—a beautiful picture and a bedtime story lamp made by Mae Barr Long's own hands, and as usual Jack Long used blackmail to secure private thanks for himself from Belle. We know Jack Long is a privileged character, but we wonder about these blackmail schemes of his? Are they legitimate, do you think? Best wishes, Belle, and many loving thoughts from us all.

IDA M. REED.

OUR THURSDAY EVENING AT HOME

October 22, 1926.

DEAR MISS TABER:

A graceful serving tray and on it six glasses of the most delicious marmalades you ever hope to taste this side o' Paradise.

That was what awaited me when I went into our Club rooms last evening. The generous gift of our good member, Mrs. Isabelle Upham Hirsh. We had "high tea" indeed, after enjoying bridge. Miss Stewart, Miss O'Hara and Mrs. Brace assisted me.

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And everyone wanted to play bridge; and every table was requisitioned. Of course Miss Lord and Miss Clements had their game of checkers. Evidently getting in practice for the championship next week.

Our dear Dr. Hamilton came down; it was so good to have her, for her geniality just makes everyone happy. I must not overlook Celia O'Brien's lovely mother. She is charming, and we enjoy having her with us. Two members of the San Diego B. P. W. C. were welcomed and several guests of local members.

Reluctantly, I am sure, we shall relinquish our present home. Everyone expresses approval when she visits; certainly we have had many delightful gatherings and enriched our own selves with friendships.

Cordially,

MAY F. RILEY.

THE DINNER OF OCTOBER 19th

Quite the largest crowd we have had in a long time assembled on this occasion to greet our new honorary member, Emilie Melville, who was also the speaker of the evening. Mrs. Melville gave us a most interesting sketch of her career as an actress, which began while she was yet in her cradle, telling many amusing anecdotes as she went along. So varied and widespread has been her experience that her story amounted almost to a history of the stage during the past half century. So vivid were her word pictures that she almost made us see her in the various characters she had in former times assumed. She is still seen occasionally among the Duffy players, and the announcement of her name on a program always means an increased demand for seats. During the past season she assisted Margaret Anglin in one of her plays.

Seldom have we spent a more delightful evening. At the close of Mrs. Melville's talk, Miss Lord presented her with a sheaf of roses, and she was given a rising vote of thanks by all present.

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THE DRAMATIC SECTION

Last year when the Dramatic Section was about to launch its first performance, it was almost with fears and trepidation that you went because you didn't know what to expect. This year your fears will have vanished. Everybody knows what the Dramatic Section can do. The performance will take place Wednesday evening, November 17, 1926, at the Emporium Auditorium. It will be an all-star cast, together with many specialties. The tickets are 50c and can be purchased from Mrs. Burlingame or Mrs. Withers and her captains. Be sure to come. You can't afford to miss this performance.

LILIAN ELIAS.

THE COMMUNITY CHEST LUNCHEON

The luncheon to be held at the Hotel Bellevue will be in conjunction with the Community Chest. There will be a representative of the Chest there, who will tell us of the work which it is sponsoring. Our own Margaret Mary will also be a speaker. President Ida J. Lord will preside. After the luncheon there will be automobiles to take us to see some of the places that are being cared for by the Community Chest. It is the desire of the Community Chest to give to the public a personal view of the work which is being done throughout the year, and for that reason the members of the Business and Professional Women's Club have been invited to this luncheon.

Please send in your reservations promptly. There is no limit to number—bring a guest. The price of the luncheon is 85c. Don't forget the date—November 6. At 1 o'clock. Hotel Bellevue.

EVENTS COMMITTEE.

CLUB NOTES

CAROLINE BACHICH

Mrs. Margaret Yale, President of our State Federation, made her first monthly visit to San Francisco last Saturday to discuss Federation affairs with members of the Northern District. She will make a similar visit the third Saturday of each month, her headquarters being at our Club rooms.

There were so many members and visitors at the dinner on Tuesday, the 19th, that it is impossible to list them all. Those whom the writer met were Miss Conley of the *Chronicle*, Miss Webster of the Wells Fargo Bank, Miss Jacobson of Wellington-Sears Company, Miss Butler of Patek Co., Miss Phyllis Follensbee and Mrs. B. C. Llewellyn

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of San Diego, Mrs. Shaw of Yuma, Arizona, and Miss Butler of Lawrenceville, Kansas.

Did you notice that Mrs. Blockburger and Miss Eagles have joined the short-haired sisterhood? There are only a few more to be gathered in to make it a unanimous proposition.

FEDERATION NOTES

State Federation President Mrs. Yale told us that Stockton has invited the State Board to meet with them for the February meeting at the same time the District meeting is held there, February 6, 1927.

A special meeting of the Board will be held December 19, during the vacation. The Board members will be the guests of the President at the Sunset Canyon Country Club at Burbank. The principal matters coming before this meeting will be legislation which will be presented to the California Legislature of 1927.

Among the committee chairmen our Club has two representatives: Mrs. Clotilda Gabriele is Chairman of Membership, and Miss M. Dumas is Chairman of Constitutional Organization and Ethics. Our newly elected associate member, Mrs. Sophie Whipple Root, is a director.

THE LUNCHEON OF OCTOBER 12th

Notwithstanding the fact that it was a holiday, Dr. Hamilton was greeted by the usual number of Tuesday lunchers, all eager to learn what to eat and how to eat it. She gave us a thoroughly practical talk, and many of her listeners were observed taking copious notes.

Miss Ida Reed was Chairman of the Day, and she prefaced her introduction by telling how Dr. Hamilton had begun her humanitarian work at the tender age of ten years, her first patient being a lamb which had fallen among wolves or something else almost equally devastating.

Dr. Hamilton was followed by a Blindcraft representative, who urged the Club to do all possible to spread the gospel of Blindcraft and increase the sale of its wares.

BOOK CHAT

By Ethel L. Maxwell

"The Fruit of the Family Tree," by Alfred Wiggam, has maintained a place well toward the top of the list of books other than fiction which have been much in demand. It is easy to read, having been written for the layman, doubtless, as it gives in comprehensive language an account of the supremely important part played by heredity in the lives of all of us, how geniuses "happen," the importance of eugenics in improving the mentality and physique of the generations to follow us, why some of us have blonde hair and blue eyes, and others are brunette in coloring, and how come miracles like Yehudi Menuhin. I am told that "The Fruit of the Family Tree" is not very good science, but it is most entertaining reading.

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DINNER

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PRICE—$1.10.

MEMBERS' UNIQUE FUND MEETING—FOR MEMBERS ONLY.

Each of the Members who Signed up to Earn $5.00 in a Unique Way will tell
HOW SHE DID IT.

Please make reservations early at the Club Rooms—Kearny 3416.

PINE TREES

I hear the wind in the pine trees
  And the answering of the cones,
And the thousands of reed-like needles
  Scatter its silvery tones.
And the wind goes down the valley
  And over the mountain leaps,
But my heart, my heart, forever
  The song of the pine tree keeps.
  —FREDERICK OAKES SYLVESTER.

DON'T FORGET THE COMMUNITY CHEST LUNCHEON

Saturday, November 6

Have you sent in your reservation for the Community Chest Luncheon? This is such a worthwhile event that we want everyone to come. It will mean so much to us to hear of the work which the Community Chest is doing, and also to see for ourselves the different settlements which are sponsored by the Chest.

The luncheon will be held at the Hotel Bellevue at one o'clock, Saturday, November 6.

HAVE YOU EVER SEEN:

Lillian Elias with a beard?
Lillian Palmer with a wife?
Callie Bachich jealous?
Janice Waterman hungry?
Terese Forman Irish?
Ethel Woodruff scheming?
Gisele Burton desperate?
Ethel Maxwell dumb?
Belle McDonald stingy?
Ethel Jones naughty?
Clotilde Grunsky just plain mad?

If not, you cannot afford to miss the Dramatic Evening, Wednesday, November 17, at 8 p. m., Emporium Auditorium. Tickets, 50c.

The foregoing are just a few of the strange and wonderful things to be seen at the entertainment which the Club is providing for you and your friends. There will also be

A Fashion Show by Club Members.
Music by the California Trio.
Home Made Candy.

DON'T MISS IT. IT WILL BE THE EVENT OF THE SEASON.

Tickets may be had from any Club member.

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THE CONVENTION AND TOURIST LEAGUE MEMBERSHIP

We wish to join the Convention and Tourist League this year and a membership will cost $25.00. Some of our members have already made a contribution. Perhaps those who did not join in the "Unique Fund" will be glad to help us. If so, please send the amount—50c or $1.00, or more—to Mrs. Burlingame.

This request is made because we do not wish to deplete our treasury any more than necessary. You know next year we move and are to have the Convention! Enough said!!

IDA J. LORD, President.

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TO THE "UNIQUE FUND" MEMBERS

Tuesday evening, Nov. 9, 1926, all members who have earned or "urned" $5.00, or more, for the Unique Fund are asked to report. Kindly note the following:

1. Please see that our Treasurer, Mrs. Mabel Pinger, has the money on or before the above evening, together with a *written* report of not more than two hundred words as to how this money has been obtained.

2. The names will be called in accordance with the List to which you affixed your signature, and you will then please read your written report. If you are unable to be present, the report will be read by the Secretary.

3. The prize is a $10.00 merchandise order on THE EMPORIUM. The method of obtaining the money is the one and only consideration for the prize. Exquisite penmanship, dramatic acting and oratorical essays will not count.

4. Three of the Past Presidents will be the judges.

This will be a meeting FOR MEMBERS ONLY. Will those who attend regularly please see that a member accompanies them who is not so often seen at our meetings?

IDA J. LORD, President.

DING DONG WHAT DO YOU BID?

The Art Pictures exhibited by Holly Todd at the Clement-Gabriele circus are to be auctioned off at the regular dinner-meeting on November 9. Auctioneer Lillian Palmer will see that stern justice is done to all, or shall we say she will see that all are done?

BOOK-LOVERS, ATTENTION

The Book Section will meet at the Club Rooms, Monday evening, November 8, at 7:30, under the leadership of Miss M. E. Kelly.

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OUR GAIL LAUGHLIN A LEGISLATOR!

Some time ago when the news came that Gail Laughlin was a candidate for election to the Maine Legislature, we had little doubt of her election. Maine folk are a canny lot—they know what is good for them—and in this instance they have justified their reputation for good sense—did what was expected of them, and elected Miss Laughlin.

We cannot even attempt to sketch Gail Laughlin's career in our limited space; but those who know her and know how fearlessly and uncompromisingly she has always stood for whatever she believed to be right, feel very sure that she will be heard from in her new office in a most effective manner.

Miss Laughlin became a member of our Club a number of years ago and still retains her membership, although she is no longer with us. We are indeed proud of her.

OUR THURSDAY EVENING AT HOME

It was a happy gathering, Thursday evening, October 28, at the Club Rooms, when we all enjoyed a few Hallowe'en stunts. The Misses Johnson and Aimes were the champions, biting into the apples, and their efforts were not in vain.

We were all greatly interested in Madame Bond's talk on Health and Beauty.

Every week has some good time in store for the members and their friends, so don't overlook our Thursday evenings.

ISABELLE E. BANZ.

THE CLEMENT-GABRIELE CIRCUS

Did you ever go to a one-ring circus? If so, you know how much fun we had at the Unique Fund Party last Wednesday evening. The first side show was the Art Gallery, where we looked at the marvelous paintings: "Madonna and Child," posed by Ida M. Reed and Dr. Hamilton; "Angel Gabriele"; "Salt of the Earth," posed by Z. Clements; "Study of a Child," posed by Estelle Walker; "Our Next President of the U. S. A.," none other than Margaret Mary Morgan; "All Dressed Up," Ida J. Lord in a costume of the vintage of about '90; "Bathing Beauty," posed by Ada Brace; "Aimee," by Harriet Tyler; and "The Twins," with Lillian Palmer and Clotilde Grunsky.

Of course we had the "Shell Game" and the house still holds the prize, as no one could outchecker the champion, Miss Lord. Then the one and only Mlle. O'Hara entertained with the graceful dance of veils. Veils and more veils (and,

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needless to say, we were glad we parked our boy friends at home).

After refreshments of ice cream and cake, which were a very good substitute for peanuts and pink lemonade, we were led along the alleys to the forbidden prizefight, with none other than Miss Dempsey (Rose Brown) and Miss Tunney (Myrtle Carlock) in the ring with their trainers. The betting was high, but odds were even. At the ring of the bell the fight was on. There was a good deal of sparring and Tunney led with an uppercut to the jaw and Dempsey was out. Doc Hamilton, however, found the fault in her ankle and she was up and attem again. They clinched and nearly hurt the referee. End of first round. The trainers worked hard over the contestants, although both were still in good condition. At the ring of the bell, both were up and, after circling a bit, Tunney went in for close work and Dempsey seemed on the defensive. They clinched, but the referee separated them and many blows were struck, but none vital. End of round two. After being refreshed with something that looked like red wine, but evidently was not by the faces made, round three started. This round seemed to be pretty rough and the referee was very busy; there were many blows to the head and Dempsey looked dizzy once, but recovered and drove a hard one to Tunney's jaw. Round three ended with honors even. Both contestants seemed to be tiring, but were revived. There was much cheering from the crowd and many words of advice. Round four! Tunney went right in with hard fighting, but Dempsey returned blow for blow. They clinched and the referee was pretty well shaken up before she could separate them. They battled hard, but at the end of the round honors were even and it was decided a draw by the referee. It was a well-fought battle.

Of course there were trained elephants, which paraded, with little Harriet Tyler, the baby elephant, at the very end. These were a new kind of elephant, as they had very "brushy" tails. The pie-eating contest between Clotilda Gabriele and Ethel Stewart was a close contest, but Clotilda was one swallow ahead of Ethel, and took the prize. It didn't seem right, however, that only two people should eat all these delicious looking pies, as the audience would rather have helped eat.

There was one "man" present (no, not Jack Long), and I am still wondering how Miss Clements carried him away from the Club Vamp, Miss Lord. However, he probably was no "gentleman," as he preferred a brunette.

We are glad to say that the gate receipts were sufficient and each of the following earned her $5.00 for the Unique Fund: Z. Clements, Ethel Stewart, Holly Todd, Rose Brown, Myrtle Carlock, Margaret Daily, Violet Neuenburg, and Louise O'Hara. This surely was a unique party and everyone is still laughing and wondering how they could do it.

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Vol. 3 NOVEMBER 13, 1926 No. 45

Weekly *Program*

LUNCHEON

TIME—November 16, 1926.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Mrs. Robert Dean.
SUBJECT—The Business of Being a Woman.
CHAIRMAN OF THE DAY—Miss Lillian Palmer.

Please make reservations early at the Club Rooms—Kearny 3416.

WHAT DOES YOUR CLUB MEAN TO YOU?

San Francisco, Nov. 3, 1926.

My dear Miss Taber:

At the business meeting roll-call last night, President Lord asked each member to tell, in a few words, what good she derived from the Club. The spontaneity and sincerity of the replies inspired the following:

"What does membership mean to you?"
Quick the responses came,
Telling of benefits each received—
Hardly two the same.

They told of comrades in work and play;
Of inspiration and cheer;
Of sunshine brought into hours of pain
When the world seemed terribly drear.

One spoke of comfort when sorrow came;
One of service glorified;
Broader interest in world-wide things,
And friends on every side.

Of the cheery word and welcoming smile
To the stranger at the door;
Of the long-felt need for such a club—
Why wasn't it formed before?

Service and Friendliness, Study and Fun,
Love and Hospitality,
Are some of the joys the members have found
In the B. P. W. C.

Winifred Kerr.

DO YOU WANT A SWEET TIME?

The Reception Committee has undertaken to add to the sweetness of the Dramatic Section Party on the 17th by having there a supply of our famous home-made candy to meet the demand as far as possible of you and your friends.

We also offer you the further pleasure of meeting us at the Club Rooms as early as possible on evening of November 15th (Monday) to help prepare the sweets. Everyone can help, even if only an hour can be spent with us, and we believe that you will be repaid by the fun of the company and gossip around the big table while we work.

Anyone wishing to help, but being unable to be there on the 15th, might make a small batch of fudge at home, or give us some material, or the wherewithal or something, thereby being assured of our everlasting gratitude.

M. Dumas, Chairman.

Get your Tickets for the Show given by our
Dramatic Section
on Wednesday Evening, November 17
Emporium Auditorium, Jessie Street Entrance
A Dollar's Worth of Fun for Fifty Cents

The Business Woman

Published Weekly, 447 Sutter Street
San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
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CLUB NOTES

By Caroline Bachich

Club Notes this week seem to consist mostly of reports of those who are on the sick list.

Mrs. Rose Mainprice is slowly recovering, but is not yet allowed to see callers.

Mrs. M. E. Stewart is convalescing at the Berkeley General Hospital. She would be very glad to see any of the Club members who may be able to call.

Mrs. Stella Hoge is ill, but no particulars were learned.

Mrs. Ada H. Brace visited Mrs. Charlotte A. MacCuaig over the week end. We hear "Embrace" dug up a lot of bulbs that Mrs. MacCuaig had planted and that there were a matter of some polite words between them. Anyway we know authoritatively that Mrs. MacCuaig is now spending sleepless nights wondering if the flowers will appear in China or her garden.

Nettie B. Smith invited a few of her friends to dine at her country residence last Sunday. The friends found her so hospitable and her home so comfortable that they began to appraise the prospects of spending the night there. Nettie got alarmed, handed them their hats and asked them, "What's your hurry?" Oh, yes, everybody is speaking, of course, they want to go back.

We are glad to report that Miss Margaret Mary Morgan, who has been quite ill with tonsillitis, is much better. She is not, however, able to be back at her office yet.

Mrs. Isabella Upham Hirsh is recovering from a severe illness, and came to the Club Rooms the first time she ventured out.

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OUR THURSDAY EVENING AT HOMES

On Thursday evening, November 4th, we were honored with the presence of Miss Halldis Stabell, Director, Institute of Renaissance of the Body, and an internationally known authority on scientific and æsthetic physical education.

Miss Stabell spoke of the science of construction of the body, the art of nerve relaxation, etc., and how very essential proper breathing is to one's well-being. She also gave us a very impressive demonstration with the aid of a living model, pointing out that with a knowledge of the laws of anatomy, physiology and psychology, one could express the beautiful classical poses which are conducive to a graceful appearance.

Miss Stabell's talk was a most interesting and instructive one and created much enthusiasm among those who had the good fortune to be present on this occasion.

On Thursday evening, November 18th, Miss Pirenne, whose advertisement appears in another column, will give a ten-minute talk on the advantages of possessing a knowledge of French and Spanish, Eleanore Lambertson.

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ARE OUR PARTIES POPULAR?

November 5, 1926.

Miss Oristella Taber, Editor,
THE BUSINESS WOMAN,
312 Claus Spreckels Building,
San Francisco, California.

MY DEAR MISS TABER:

If anyone has any doubt that the theatre parties of the Business and Professional Women's Club are very popular, the following should convince them that they are one of the most popular affairs that happen in San Francisco each year.

Today I asked a friend if she would buy some tickets for our dramatic evening. She was very glad to do so, and said, in paying me for them: "Do not forget me when you have your *next theatre party,* as I surely want to come."

Very truly yours,
MARIE WHALEY.

That is the way everyone feels that has ever tried one of our theatre parties. We not only provide a good entertainment, but there is always about them an atmosphere that makes for an equal enjoyment. Come once and you will want to come again. It is a good habit, easy to form and not expensive to maintain.

In the performance next Wednesday evening, November 17, you will find all the old Club dramatic favorites and a few new ones of great promise: Two Sprightly Lillians, three irrepressible Ethels. A Belle and a Calli(ope) may not seem much of an orchestra, but wait till you see what they do! Janice, Terese and Gisele, hungry, Irish and desperate! What a combination! What *will* they do? Come and see. Clotilde Grunsky is always a surprise. This time she will be more surprising than ever.

DON'T MISS IT. YOU COULDN'T SPEND FIFTY CENTS BETTER.

THE EVENT OF THE COMMUNITY CHEST

Sounds almost like the title of one of "The Thousand and One Nights," and in some respects it was not altogether dissimilar.

Our adventure began with a luncheon at the Bellevue Hotel, during which addresses were made by Mrs. Edward Dexter Knight, our own President Lord, Miss Katharine Felton, and our Z. Clements, who kindly consented to fill the vacancy on the program caused by the illness of Margaret Mary Morgan, although she herself was far from well.

(Continued on page 4)

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COMMUNITY CHEST *(Continued from page 3)*

After luncheon we found numerous cars waiting to take us to the different activities which the Chest assists to a greater or less degree. There was not time in one afternoon for any one party to visit all of them, and so they were divided among us. Our party visited three: The Telegraph Hill Neighborhood Center, a day nursery under the supervision of a Catholic sisterhood, and the children's home of the Protestant Orphanage Society.

It would be hard to tell which place was most interesting. At Telegraph Hill we found little girls making fancy work, baking things which smelled most wonderfully good, saw garments which they had made, and found boys doing gymnastic stunts which seemed to us quite wonderful. We were also privileged to meet the editor of the *Tel-Hi Tatler,* Miss Edna Segali. The *Tatler* is a snappy little sheet, full of news and other items of interest to the Settlement Club members, also some very creditable pen and ink sketches.

At the day nursery we found a swarm of little folk—children whose mothers cannot care for them during the day through having to work or for other reasons—happy and bright as children could be. We saw some of the workings of supervised play, and in another room we found slides and other means for keeping the little ones occupied and happy.

At the orphanage we saw still another phase of philanthropic work. There we saw older children—mostly girls of high school age. Anyone who had formed ideas of an orphanage by the account of the John Greer Home in the story of "Daddy Long Legs" would have to reconstruct them on seeing this home, for a home in the best sense is what this place is. It is made up of a number of cottages, with about twenty children in each cottage, with a matron in charge. One look at the children tells the story. The former uniformity of clothing and rearing is done away with. There is as much variety in their clothing as in that of other children, and they are allowed to make their choice of the trade or profession for which they wish to train.

To sum up our visits, we were united in the opinion that these activities are most worthy, and that no one could do better than to help the Chest to the full extent of one's ability in order that these and similar works may not be cramped for the want of funds.

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The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 NOVEMBER 20, 1926 No. 46

Weekly B&P WC *Program*

DINNER

TIME—November 23, 1926.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.60.

An Evening with the New England Colonists.

A Club family Thanksgiving with a hearty welcome to guests.

Be sure to make reservations early at the Club Rooms—Kearny 3416.

MY SHIPS

If all the ships I have at sea
Should come a-sailing back to me,
Ah! well—the harbor could not hold
So many ships as there would be.
If all my ships came in from sea.

If half my ships came home from sea,
And brought their precious freight to me,
Ah! well—I should have wealth as great
As any king who sits in state—
So rich the treasure that would be
In half my ships now out at sea.

If just one ship I have at sea
Should come a-sailing home to me,
Ah! well—the storm cloud then might frown,
For, if the others all went down,
Still rich and glad and proud I'd be
If that one ship came in from sea.

If that one ship went down at sea,
And all the others came to me,
All weighted down with wealth untold,
With honor, glory, rich as gold,
The poorest soul on earth I'd be
If that one ship went down at sea.

Oh skies, be calm; oh winds, blow free;
Blow all my ships safe home to me;
But if Thou sendest some a-wrack
To nevermore come sailing back,
Send any, send all that skim the sea,
But send my love-ship home to me.

ELLA WHEELER WILCOX.

SHE THANKS YOU

Sincere thanks are extended to those members who signed the contract for the "Unique Fund" last spring and who have so faithfully and gleefully carried on towards the goal, which was reached last Tuesday night. The Treasury is taking on a very healthy appearance in consequence, especially as some of our members went considerably "over the top."

Besides the fifty-four who signed, there were the following twelve who reported at the Unique Fund Dinner with their checks for $5.00, or more, which of course made us all the more pleased: Grace Livermore, Nell Palmer, Harriet Tyler, Margaret Girdner, Harriet Blockburger, Lillian Hall, Anna S. Hunt, Holly Todd, Myrtle Carlock, Mary Sexton, Rose Brown, and Violet Neuenberg.

This list includes some of our very new members and we do appreciate their thoughtfulness and help in connection with this UNIQUE activity of our Club this year.

Again I say, "THANK YOU," to one and all, including our Auctioneer of the Evening, Lillian Palmer, and the judges who awarded the prize.

IDA J. LORD, President.

THURSDAY EVENING AT THE CLUB ROOMS

Despite the fact that Thursday was a more or less recognized holiday, we had the pleasure of welcoming a number of our members and their friends. The evening was a most informal one, devoted to playing bridge and checkers and discussing topics of the day. Later in the evening, refreshments were served and all seemed loath to leave the cheery atmosphere of the Club Rooms, which speaks well for our efforts to make Thursday evening something to pleasantly anticipate.

THE HOSTESSES.

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Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

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A FAMILY STORE, ALRIGHT

"What kind of store is that fellow over at Toad Rock running?" asked a motorist.

"Well, he has Ford parts for sale," replied the attendant in the filling station at Ten Degrees, "buys butter, eggs and poultry, deals in real estate, paints houses, marries folks in his capacity as justice of the peace, runs the postoffice, sells stamps, hams, molasses, etc., and takes boarders upstairs. I reckon you'd call it a drug store."

FIRST AID

"So Brown took a course in first aid. Is he good at it?"

"A little hasty sometimes. A man was nearly drowned yesterday and the first thing Brown did was to throw a glass of water in his face."

THE CIVIC SECTION

The Civic and Educational Section met at the Club Rooms on October 5. The program for the evening was the discussion of the proposed Constitutional Amendments. It was participated in by a large number of members present, and the exchange of opinions and presentation of various points of view made it a very worth-while evening.

At the close of the meeting eighteen members present signified their intention of affiliating with this Section and a regular organization was effected, with Mrs. Kohlwey leader and Winifred Kerr secretary. Mrs. Kohlwey asked that each Section member, together with any other Club members who wish to join them, write to her before the next meeting, specifying some object of civic interest which they would like to have the Section take up for serious study. It is hoped to make this Section one of real service to the Club, in that its members will give serious thought and study to the subject under discussion.

The next meeting will be held at the Club Rooms on Monday evening, November 22, at 7:30. No other announcement will be sent out, so please *note the date,* send your suggestions to Mrs. Kohlwey, 957 Fell Street, San Francisco, and be sure to come.

THE CIVIC SECTION.

OUR THANKSGIVING DINNER

In view of the fact that the dinner next Tuesday, November 23, is to be a Thanksgiving Dinner with turkey and the things that go with it, it is very important that the reservations be made as early as possible. They *should* be in by Saturday but *must* be in by Monday morning at the very latest. Don't forget this.

We are pleased to be able to announce that in addition to our own members, quite a delegation from the Traffic Club will be with us.

The program on this occasion is to be put on by our own members and is somewhat in the nature of a surprise.

OUR UNIQUE FUND PARTY

The fund was unique, the party was unique, and the ways in which some of those who signed up side-stepped the real idea were most unique of all. However, by hook or by crook, they all made the grade, and their joint efforts made a nice sum to put in our treasury—which, after all, was what we wanted to do.

Belle McDonald won the prize, and in all prob

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ability if a vote of those present had been taken, the result would have been the same, for it is very doubtful if anyone had ever heard of a similar business venture. Autograph collecting is nothing new, but certainly never, never was it done in quite that way.

From rag-picking to high finance, there is scarcely a known method of capturing the elusive dollar that was not used by those who had agreed to produce $5.00 at a specified time. They danced, they sang, they bought and sold, they dabbled in occult science, they cooked, they baked and brewed, they cut and sewed, they barbered; they delved and dug, they plastered and painted. Some who had opportunity to do none of these things saved the money by stern economy. But the main point is that it was done and done cheerfully. Everybody had a lot of fun, and it was such a success that it is more than likely it will be tried again.

Not the least interesting feature of the evening was the auction sale of Holly Todd's picture gallery. Lillian Palmer made a great mistake when she decided to become a blacksmith instead of an auctioneer. Under her hypnotic ballyhoo the bidding was fast and furious. One of our ex-presidents was ready every time to start the bidding with at least a 15-cent bid, and from there—sometimes a cent at a time—it soared wildly.

We have always known that Holly Todd was an artist, but none of us has ever realized quite the extent of her genius until now.

CLUB NOTES

By Caroline Bachich

Club members are all busy this week either rehearsing for the show, which will be a thing of the past when this is in print, or selling tickets for it—which is why news items in this column are such a scarce article.

We are glad to report that Margaret Mary Morgan continues to improve. We have had no reports from the others on sick list, but trust that no news is good news.

At the entertainment given at the Unitarian

(Continued on page 4)

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CLUB NOTES (Continued from page 3)

church last week, Clotilde Grunsky added new laurels to her crown by her performance of the part of the nursemaid in "Sweethearts," while Emilie Melville as usual delighted all with a scene from "The Hunchback." A number of Club members were present.

The Women's Building Association will lay the cornerstone of its new building Friday noon, November 19.

TABLOID REVIEWS

Ethel L. Maxwell

If you have read E. Barrington's "The Glorious Apollo," "The Divine Lady" and "The Chaste Diana" (by the way, this last is pleasanter reading than the other two), you will enjoy "The Exquisite Perdita," the pathetic story of Mrs. Robinson, fair but frail mistress of George IV, and bringing in that brilliant Irishman, Richard Brinsley Sheridan, and his lovely wife, and other fascinating figures of the time. These stories are all entertaining, although doubtless romantic, pictures of periods in English history about which the author is very well informed.

"Hill Billy," by Rose Wilder Lane, a former San Francisco newspaper woman, is the life story of a boy born and raised in the Ozarks, in Mrs. Lane's delightfully easy narrative style that was so enjoyable in "The Peaks of Shala." It suggests Lincoln, of course, although one doesn't like to think of one's heroes as being quite so cleverly tricky in winning trials as this young lawyer is. Mrs. Lane has made a careful study of one of the most interesting types in America, the illiterate, direct descendant of English colonists of Raleigh's time, retaining much in the way of tradition, song and background after two or three hundred years. "Hill Billy" is considerably better than many others of the recent novels.

"Show Boat," by Edna Ferber, will be liked by everyone who has enjoyed Miss Ferber's previous stories, and has the advantage of an entirely new setting, a floating playhouse on the Mississippi, and three generations of the women who lived on it. "Show Boat" is going to be very popular, and deservedly so, as it is as good as any of this author's former novels and in some directions shows a distinct advance.

"Show Boat" brings to mind the summer novel of that splendid writer of fine short stories, Thyra Samter Winslow's "Show Business," a sympathetic and delightful story of a real chorus girl. Don't miss this book—there is a more human lot of real people in it, flesh and blood folks, than one usually finds. And, girls, Mrs. Winslow has made a concession to our love of sweetness and light, but without artistic sacrifice—it has the happy ending approved by all orthodox movie directors, but really convincing in this instance.

POSITIONS WANTED

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 NOVEMBER 27, 1926 No. 47

Weekly B&P WC *Program*

LUNCHEON

TIME—November 30, 1926.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER—Miss Naomi Deutsch, Director of the Visiting Nurse Association.

SUBJECT—A Visiting Nurse Service for San Francisco.

CHAIRMAN OF THE DAY—Mrs. Mae E. Long.

A THOUGHT FOR THE WEEK

Much insight and education,
Self-control and pleasant speech,
And whatever word be well spoken;
This is the greatest blessing.
GAUTAMA BUDDHA.

APPOINTMENT MADE FOR NURSING CHAIR

Mary May Pickering, R. N., since 1922 Director of the University of California Training School for Nurses, has been named assistant professor of nursing education at the University, to fill the recently created chair of nursing education provided by the Foundation in Nursing Education. This announcement was made at the University today. Professor Pickering will assume her new position on January 1.

The Foundation in Nursing Education is supported by the surplus of fees for registration of nurses, some $70,000 being now available. The nurses of the State proposed this plan, and a law was passed at the last Legislature providing for it, but the technicalities in the transfer of funds from one State department to another have held up the work until this time.

The statement regarding the work says:

"This chair of nursing education will be placed within the department of hygiene. While the department of hygiene is responsible for the administration of the chair, other departments will contribute in no small measure to the needs of this young foundation. There will be courses in teaching and administration in schools of nursing, accompanied by correlated courses in history of education, psychology, principles of teaching, and preventive medicines.

"A Committee on Nursing Education has been appointed by the President of the University to act in an advisory capacity. This committee consists of the deans of the Medical School, the School of Education, the College of Letters and Science; the chairman of the department of hygiene, the assistant professor of public health nursing, the assistant professor of nursing education; the presidents of the California nursing organizations, and the director of the Bureau of Registration of Nurses. The dean of women is chairman. This committee will outline the general policies and curriculum.

"By the establishment of this foundation at the University of California, a great need in nursing education will be met. In this vast western country there has been no endowment offered to provide facilities for the preparation of teachers and administrators in schools of nursing. Although large gifts to nursing education are not unknown, they are rare. We may cite the gift of Florence Nightingale to St. Thomas' School of Nursing, London, England; the gift of Mrs. Helen Hartley Jenkins to the department of nursing and health, Teachers' College, Columbia University, New York; the gift of Mrs. Chester C. Bolton to Western Reserve School of Nursing, Cleveland, and the grant of the Rockefeller Foundation to the School of Nursing at Yale University, New Haven. The endowment for this chair, comparatively small in amount, is unique in that it represents the spirit of nurses in California and has been accumulated wholly from money paid by nurses as fees for registration; it will be devoted to a great purpose, which in its development, we trust, will demonstrate the worthiness of a larger endowment."

Professor Pickering was graduated with the degree of Bachelor of Letters from Berea College, Kentucky, and received her nurse's training at the Massachusetts General Hospital School of Nursing.
—From *U. C. Clip Sheet.*

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Except Saturdays

Purposes of the Club

To encourage reciprocity in business among its members; to diffuse knowledge by the consideration of timely topics on matters pertaining to business and professional interests, purposes and pursuits; to stimulate such activities as shall be for the betterment of women in business, and to promote close and helpful friendships among them.

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OUR DRAMATIC ENTERTAINMENT

Our players were greeted with a full house when they appeared upon the stage at the Emporium auditorium Wednesday evening, November 17th, and that the audience thoroughly enjoyed the entertainment provided was evidenced by the very hearty applause bestowed with gratifying spontaneity and frequency. The players all gave most creditable performances, and it would be hard indeed to select any of them for special commendation, so well did each do her part.

The fashion show came in for its share of plaudits. Costumes were there of various centuries and countries. Wedding gowns seemed to be the general favorite — probably because for sentimental reasons they are more likely to be kept than others.

Our candy kept up its reputation by doing its usual rapid disappearing act.

In every respect a most successful evening's entertainment. Many remarked that it was quite the nicest event our Club has ever put over.

MRS. ENNIS' NEW VENTURE

It is always gratifying to note the progress of any of our members, and so we are pleased to note that Mrs. Elizabeth F. Ennis, in company with Miss Elizabeth McCaughan, has opened "The Elizabeth Inn" at 1911 Van Ness Avenue, a charming place where they are well equipped to serve both lunches and dinners, also tea by reservation. On the main floor there are two connecting rooms nicely arranged with tables of different sizes; and in the basement there is a larger room suitable for banquets. It goes without saying that the food is excellent and well served. This does not in any way interfere with Mrs. Ennis' place at 440 Geary Street, where she will continue to serve "the best cooked dinner for 50 cents in the city."

DRAMATIC SECTION

There will be an informal meeting of the Dramatic Section at the Club Rooms, Tuesday evening, November 30, at 7:30. All interested Club members are cordially invited to be present.

MRS. DEAN'S TALK

It was a treat, and in the words of Lillian Palmer, Chairman of the Day, we were "tickled pink" to have Mrs. Robert A. Dean at our luncheon on November 16th. Her views on what we should give to society and to each other, were inspiring. She enlarged on the two-fold business of every woman; that whether a woman's business is in an office, at a sewing machine, or rearing little children, she has always the extra job of steadying society. We need talks like that to help us to remember our high calling, and we wish Mrs. Dean might speak to us often.

OUR THURSDAY EVENING AT HOME

Our last Thursday evening at the Club was devoted mostly to discussing the success of our Dramatic Section, who afforded us such delightful entertainment the evening previous. Also, we were pleased to have with us Mdle. Pirenne of the Pirenne School of Languages, who gave us illuminating and interesting ideas on the modern method of studying foreign languages. French, Spanish and Italian verbs, which are the "beté noir" of many a student, are presented in a simplified man-

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ner under Mdle. Pirenne's system, and perhaps many of us will feel the urge to take up the study of a foreign language under Mdle. Pirenne's direction.

On Thursday, December 2nd, Miss Isabelle Banz will be the hostess. The entertainment will be cards and conversation.

ELEANORE LAMBERTSON.

CLUB NOTES

CAROLINE BACHICH

We are happy to say that Mrs. Stewart is so improved that she hopes to be with us for our Thanksgiving dinner.

Margaret Mary Morgan is also able to be out again.

Mrs. Funston, widow of General Funston, was the guest of Mrs. Mabel Johnson for luncheon last Tuesday.

Mrs. Edyth M. Wiltsie left last Thursday for a two weeks' vacation, which she will spend in Portland, Oregon, going up by bus and returning by boat. She will be with us again about December 1st.

SAN MATEO'S BIRTHDAY PARTY

President Lord, Lydia Floan, and the editor spent a very pleasant evening on Saturday, November 20, helping the one-year-old San Mateo Club celebrate its birthday. Mrs. Yale, the President of the State Federation, honored the occasion with her presence and gave a very interesting talk on what business women are doing and what more they need to do. Delegations were present from the Burlingame and Palo Alto Clubs. Mrs. Gervais, President of the Burlingame Club, announced that its birthday is next in order and that a celebration is being planned, which she hopes we will all attend.

WE WONDER WHAT PAPER

The following extract from an advertisement in a recent paper was furnished by Ethel Jones:

"You feel acquainted with a store who knows from experience what is wall paper."

GABRIEL-CLEMENTS TAKE NOTICE

Last winter a "fight" was staged to entertain the Business and Professional Women's Clubs at a banquet at the Hotel Richmond. In the height of the battle the police swooped down and took the "fighters," two women dressed in bathing suits, to police headquarters.

One of the women who arranged the stunt received a letter this week from a fight promoter in a western city, asking that the women repeat their entertainment before an audience of women's clubs. The promoter offered to take care of all expenses of the participants.

Batavia (N.Y.) Daily News

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BOOK CHATS

By Ethel L. Maxwell

It is a pleasure to recommend for your winter reading "Her Son's Wife," by Dorothy Canfield Fisher, the very real story of the training of a parent by a son and his wife. The leading character in Mrs. Fisher's latest novel is a school teacher, Mrs. Bascomb, who tried, and failed, to pour her small boy into a mold of her own fashioning. Small boy grows up and is attending college. Although his mother is not very well acquainted with him, she is shocked and horrified when she receives a casual note telling her of his somewhat hasty marriage to Lottie, who lives in the adjoining larger town, but not half so shocked and horrified as she is when she both sees and smells Lottie, reeking of cheap perfume. The novel moves rapidly and logically on, holding one's interest keenly centered on poor Mrs. Bascomb to the last page. Mrs. Fisher shows rare ability in character drawing, particularly in the picture she presents of Mrs. Bascomb being shaped by life and Lottie.

How does Mrs. Norris turn 'em out so fast? Wouldn't she possibly produce a story more worthy of her ability if she did not write with such facile ease, sped and fluency? The latest, "Hildegarde," is enjoyable, like almost all of Mrs. Norris' stories, but somewhat superficial, and although Hildegarde is a very charming young woman, and a clever one, she is too, too beautiful for the light of common day. However, as Hilda moves and has her being from the time she is ten until she is twenty-five within a circle touching only San Mateo and San Rafael, you will enjoy it. She works in the wardrobe room of the Tivoli in the days of Gracie Plaisted, Anna Lichter and Tillie Salinger; and finally becomes a reporter on a San Francisco daily paper. You will like the San Francisco atmosphere of the story whether your memory goes back as far as the Tivoli days or not.

"Sounding Brass," by Ethel Mannin, is an English story of a very new type of English go-getter, a member of the "greatest profession in the world"—guess what. Reviewers of Miss Mannin's novel are comparing it to Sinclair Lewis' work and that of other American writers. This seems unnecessary and foolish. The book is standing sturdily on its own British feet, and to this reader Rickard was as English in thought and attitude as John Bull, not at all suggestive of Babbit or anybody else, although in many ways it is as well done as Babbit, and praise can go no further. Read it.

Do not miss "Precious Bane," a remarkably fine English story by Mary Webb laid around the time of the Napoleonic wars, some time after 1800, at a guess. Comparisons are stupid things, but sometimes a novel totally different in narrative style and personality will suggest stories by other people, without reflection on any. This book of Mrs. Webb's is suggestive of Sheila Kay-Smith's "Sussex Gorse" and our American story, "Wild Geese," and if you liked either or both of these, be sure to read "Precious Bane"; you will feel well repaid, as it is one of the outstanding novels of the year.

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The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 DECEMBER 4, 1926 No. 48

Weekly Program

B&P WC

DINNER

TIME—December 7, 1926.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

Price—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY

Please make reservations early at the Club Rooms—Kearny 3416.

OUR DRAMATIC ENTERTAINMENT

(The following excellent review came too late for publication last week, and so we are very gladly giving it space in this issue.—Ed.)

The three one-act plays, which made up the greater part of the program, were interesting, unusual, and remarkably well done.

In "Phœbe Louise," Lillian Palmer as Julius Burke was certainly a typical wealthy tightwad. Her—eh—his makeup was perfect. Her—eh—his hair straggled thinly down his—eh—her head; the trunk showed good substantial "stuffin'," whether of things to eat, pillows, towels, or whatnot, we have no way of knowing. The jewelry was appropriate and a thrill was had by all when she—eh—he consulted her—eh—his hunting-case watch with the hitching post chain. There was also a ring for the little finger and a stud (and some stud, too) for the bosom of her—eh—his shirt.

Belle McDonald as Mamie, his wife, showed us a totally different side of herself. Who could believe she could hang onto the cents so rigorously or that she could "snap" at her dear little daughter so harshly? Mamie was dressed well, as befitted the wife of a man of means, but we wonder how she pried loose from her husband or herself, all the "change" needed to pay for such a pretty dress,—maybe it makes a difference how, when and on whom the money is spent.

Ethel Jones as Lydia, their child, was a crying success. She is only as big as a pint of cider at any time, and dressed in a kiddie's dress, she looked more real than a kid. She certainly took the cake for all her straight-from-the-shoulder, embarrassing questions and sustained her part well even to raising the usual hullaballoo over going to bed.

This gave Ethel Maxwell as Phœbe Louise a good chance to do her part, and a good part it was, too. She never uttered one word during the time she was on the stage and yet she talked to us all the time. We were with you, Ethel, when you took the money and made your getaway. Leaving the three hundred for the real Phœbe Louise was generous of you and brought about a comical state of affairs. We are still wondering if Julius or Phœbe Louise got the three hundred.

In "Overtones," we had an unusual play, as it showed both the cultured and primitive sides of two women. Ethel Woodruff as Harriet, a cultured woman, was every inch a cultured, wealthy woman. Married to wealth, but loving an artist, she marshaled all her culture to fight her primitive self. Caroline Bachich as Hetty, Harriet's primitive self, was real primitive all right and fought hard to gain control. Instinctively we knew that Callie was a raging fever—imagine that—and we expected at any moment to see automobiles, diamonds and such break out all over her.

Gisele Burton as Margaret, a cultured woman, was the wife of the artist whom Harriet loved. We sympathized with Margaret's hunger and wondered why she hadn't visited some kind Uncle and obtained the wherewithal to buy a few squares. However, we realized she had to dress well to obtain orders from the rich Harriets, so congratulated her upon her self-restraint.

Janice Waterman as Maggie, Margaret's primitive self, was hungry, real hungry, and eager, oh, so eager!—first for food, then for an order for a painting and then for home and hubby. Janice effectively painted her own picture for us and we all saw it just as plain as plain can be. The fight between Callie as Hetty and Janice as Maggie was greatly enjoyed.

The last but not the least play was "The Workhouse Ward." Lilian Elias as Mike McInerny and Clotilde Grunsky as Michael Miskell were Irish

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paupers in a dreary (we hope it is not a typical) ward of a workhouse. Were they Irish? We'll tell the world they were! Did they fight? We'll tell the world they did! Did they take us up bodily and transfer us into the proper pauper atmosphere? We'll tell the world they did! We just knew they loved each other and were tender and true, and yet how they could fight with their tongues—yes, and with their hands, too! Lilian and Clotilde were certainly Irish from the crowns of their heads down as far as we could see. Terese Forman as Mrs. Donahoe, a country woman, was as Irish as Lilian and Clotilde, but how she could be Irish and still be as hard-hearted as she was is still a mystery. She also showed a "stuffed" appearance—again, we ask, pillows, food or whatnot? She dressed the part well; her hat, shawl and dress all spelled a comfortable farmer Irish woman. In all other respects, too, Terese was the real Mrs. Donohoe.

Clotilde Grunsky is an artist. She "made up" all the actresses and also all those in the Fashion Show. Her master (or is it mistress?) hand was apparent, handsomely apparent on all. Everyone speaks of this effort of our Dramatic Section as

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the most brilliant affair of our Club life. We believe this is so and we sincerely and heartily congratulate them and ourselves — them upon their various abilities and ourselves upon belonging to the same Club.

A real good time was had by all.

IDA M. REED.

OUR THANKSGIVING PARTY

It was a great success. There were present over a hundred members and guests — some members whom we had not seen in a long time "came home for Thanksgiving." The dinner, which was planned by Mae Barr and Ethel Jones with that object in view, was distinctly reminiscent of the first Thanksgiving Day. Turkey, onions, corn bread, pumpkin pie, were the principal items of the menu.

President Lord read the roster of the *Mayflower* with the hope that there might be some of the descendants present, but if there were, they kept very still about it, although the roll call disclosed the fact that there were quite a number of New England parentage.

We had the pleasure of the company of Mrs. Parker Maddux, who spoke about the plans, classes and future entertainments of the City Club, and cordially invited us to participate.

Ethel Jones read an account of the first Thanksgiving Day, Janice Waterman read us an entirely new version of the courtship and marriage of Pocahontas, and the dancing class gave a very effective rendering of the old English folk dance, "Huntsden House."

RASPBERRIES ARE PLENTIFUL

Some folks would kick if they were going to be hanged! And some folks do not recognize a stately English dance when they see it! Hear! Hear! All Ye Members!

The Gym class were merely carrying out ye olde English customs of ye olden days for Ethel Jones and were NOT showing off calisthenically.

Yes, we do not care for no raspberries.

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ROLL CALL

President Lord requests that each member respond to the roll call at the business meeting on December 7th with a quotation from her favorite author.

CLUB NOTES

CAROLINE BACHICH

Ida Lord, Harriet Sweasy, Lydia Johnson and Mrs. Shaw attended the dinner given by the Oakland Club last Friday evening. Mrs. Adelia Pritchard, Past President of the National Federation, was the speaker.

M. Dumas was away last week on a vacation.

Miss Kittie Duggan left Monday for New York by way of the Canadian Rockies. She will be away six weeks.

The Club rooms are very cheerfully decorated with Cotoneaster Berries brought in by Miss Calderwood and Miss Reynolds.

Mae Shannon was with us for dinner last week after an absence of several months. We hope to see her more often in future, as she is now connected with the Dorothy Durham School for Private Secretaries. She had as her guest Miss Irene C. Miller of New York, Seattle and Portland.

Among those present for dinner last Tuesday were Miss Zanette Potter of the Oakland Club, also Vice-President of the State Federation; Miss Connelly of the *Chronicle;* Ann Page of the S. F. Center (a new member); Miss Alice Barrows, Chief Supervisor of Public Dance Halls; Miss Dorothy N. Snow of London, England, and Miss A. Dineen, guests of Lydia Floan; Miss Bronson, as guest of Ida Reed.

These guests liked our Club so well that they signed applications for membership: Mrs. Irving, guest of Belle McDonald; Miss Shannon, guest of Ann Duffy; Miss Mathews and Miss Doud, guests of Lydia Johnson. We hope soon to have as members Mrs. Milliken, Mrs. Bechtolt and Miss Mary Mooney, who also attended the Thanksgiving Dinner.

(Continued on page 4)

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CLUB NOTES *(Continued from page 3)*

Mrs. Cosgrove had as her guests Mrs. A. N. Randall, Mrs. Smith, of New York, Mrs. DeLaurier and Miss Forserst.

Mrs. Mary E. Stewart came to the party in spite of all the rain. She still has her same sweet smile and we were happy to have her with us so soon.

Mrs. Florence LeRoy's home was robbed a few weeks ago, the robbers taking practically all her clothes, several pieces of jewelry and house ornaments.

THE FRILLS OF THE DRAMATIC ENTERTAINMENT

The Fashion Show embraced a period beginning with the time of Lydia Floan's great-grandmother and extending down to 1912. There were seventeen participants, who were dressed as follows:

Lydia Floan, the skirt of her great-grandmother's wedding dress — pantalettes, waist and hat about 1860.

Dr. Hamilton, dress worn at country balls in 1849.

Mrs. Rose Marx, a very stylish church costume of 1870.

Clotilde Grunsky, a white satin wedding dress worn by a Sacramento bride in 1883. She carried a hand-painted satin fan of a much earlier period.

Lucy Thompson, wedding dress worn by her aunt, Mrs. J. W. Marshall of Dixon, in 1886.

Mrs. D. R. Withers, church dress of 1888.

Eleanor Walters, white silk and lace wedding dress of 1889.

Miss Carlock, bicycle costume of 1890.

Lillian Palmer and Ethel Jones. Miss Palmer wore a man's costume of some time in the 1870's. Miss Jones' dress was of the vogue of 1890. The skirt and neckpiece were part of the wardrobe of one who had the reputation of being the best dressed woman in San Francisco.

Florence Attridge, a dress of 35 years ago.

Nellie Ackerman, a dress worn on a trip which she made to Honolulu in 1900, the skirt of which weighed 2½ pounds. She also wore a lace mantilla which belonged to her grandmother and is over 50 years old.

Minnie Dumas, the wedding suit worn by Dr. G. H. Richardson in 1901.

Johanna Heim, a dress worn in Washington, D. C., in 1904.

Celia O'Brien, a St. Paul costume of 1905. The petticoat was four yards wide.

Mabel Pinger, a graduating dress of 1907.

Gertrude Mowder, dress worn by Mrs. John D. Jessup when president of the Corona Club in 1912.

Matilda Schimpf, a hat with willow plumes worn at the Morosco Opera House when Caruso sang there, April 17, 1906; a pongee redingote of 1908, and a sealskin purse of 1886.

The program was interspersed with musical numbers by the California Trio; and through the courtesy of one of our new members, Miss Henderson, we had the privilege of listening to a beautiful soprano solo by Miss E. Smith.

What does Miss Dumas put into her candy that makes everyone want to buy it?

The Emporium has the true spirit of co-operation. They not only loaned us their auditorium, but furnished us with properties as well.

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 DECEMBER 11, 1926 No. 49

Weekly Program

LUNCHEON

TIME—December 14, 1926.
PLACE—Hotel Somerton, 440 Geary Street.
PRICE—Seventy Cents.
SPEAKER—Mrs. James Hamilton Morton.
SUBJECT—The Rehabilitation of Women Who Have Paid Their Debts to Society.
SPEAKER OF THE DAY—

Please make your reservation early at the Club Rooms—Kearny 3416.

BE THE BEST

(The following verses were sent to us some time since by Isabelle E. Banz, and were recently sent in by Ada H. Brace. We print them to please them both, and, too, we rather like the verses ourselves.—EDITOR'S NOTE.)

If you can't be a pine on the top of the hill,
Be a scrub in the valley—but be
The best little scrub by the side of the rill;
Be a bush if you can't be a tree.

If you can't be a highway, then just be a trail;
If you can't be a sun, be a star;
It isn't by size that you win or you fail,
Be the BEST of whatever you are.

DOUGLAS MALLOCH.

CHRISTMAS WELFARE

Almost before we know it, Christmas will have come and gone. If we are to sustain the reputation already gained by this Club in connection with its Christmas Welfare work, we must act immediately.

Already the committee has for its consideration a substantial number of families and individuals whom we believe to be worthy of our assistance. Last year we cared for the needs of 129 persons (43 cases in all). The committee this year would like to swell that number to 50 cases. We are, therefore, appealing to every member of this Club to do her bit in connection with this work, and thereby make her own holidays the happier in the thought that she had helped others.

Donations of any kind will be very acceptable, especially toys which have been outgrown by your own children or those of friends. While donations of foodstuffs are gladly received, in those cases where the members are required to buy same at retail prices, it would be to their advantage to give the cash to the committee. We are in a position to buy everything wholesale and in quantity lots.

Members are requested also to notify the committee at once of any case they may know of where a helping hand is needed for Christmas. We, of course, wish to give preference to business women who are for some reason temporarily incapacitated.

For the benefit of new members we wish to say that it has been our practice to furnish Christmas dinners, toys and clothing to families in want. We also send "cheer baskets" containing light delicacies, fruit, etc., to persons (again preferably business women) whom we know to be ill and lonely during the holiday season.

We know it is the desire of all to help in this splendid work and urge you to "do your bit," no matter how small it may be. Please address donations to Mrs. Mae Barr Long, Chairman, Christmas Welfare Committee, Business and Professional Women's Club, 447 Sutter Street.

Thanking you in advance for your usual generous response to this call, I am

MAE BARR LONG, Chairman.

OUR THURSDAY EVENING AT HOME

Welcome to all at our Thursday evening gathering, which helps us to get acquainted with one another.

It was a great pleasure to have with us Mrs. Kate Baurhyte Vassault, who gave us the names and synopses of the latest books for little folks and for grown-ups as well, and which will greatly assist us all in our Christmas shopping.

Thanks to Mrs. Underwood for the lovely box of "Crystal" candy left at the Club Rooms, and which was enjoyed by all.

ISABELLE B. BANZ.

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Second Society Woman: "But how could you tell?"

First Society Woman: "Oh, I recognized the nurse."—*Exchange.*

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CONGRATULATIONS, MAE

To visit Mae Shannon in her new surroundings was a pleasure enjoyed by a few of our members at an informal reception Saturday, December 4th, at 693 Sutter Street, Dorothy Durham's School for Secretaries, whose faculty Miss Shannon has joined.

Not until the management knows Mae as do her fellow members of the Business and Professional Women's Club, will it realize how wisely she has been chosen; and, that she is in her real environment, can be seen at one glance around the homey, attractive and perfectly equipped classrooms.

Congratulations, Mae, for having become located on this side of the bay. We feel assured of seeing you more frequently in our midst.

ONE OF THE VISITORS.

COMING MEETINGS

If you have read the program on the front page (which of course you have done) you know that the speaker on this occasion is Mrs. James Hamilton Morton, and that she will speak on "The Rehabilitation of Women Who Have Paid Their Debt to Society."

Mrs. Morton is especially able to speak on this subject, as she has for years devoted her time and energy to helping the women prisoners in San Quentin Prison. It is this work and some of its results that she will discuss.

Come and hear what she has to say. It is particularly appropriate at this time of year when we are still feeling the glow of Thanksgiving, that we should give a thought to our less fortunate sisters. Perhaps Mrs. Morton may tell us of some way that we may have a part in her work. At any rate, she will tell us things that we did not know before, and it will be well worth making a special effort to hear her talk.

The dinner on December 21st will be a pre-Christmas meeting. The speaker will be Mrs. Florence Drake Le Roy and she will tell us something

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of the origin of Christmas carols. We shall have more to say about this next week.

At the luncheon on the 28th, Mrs. Florence Fabre-Rajotte will tell us something about "Chemistry and the Famous Chemists of the World."

PROPOSED AMENDMENT TO THE BY-LAWS TO BE ACTED ON DECEMBER 21, 1926

Your Executive Board recommends the following changes in the By-Laws:

ARTICLE IV, Section 1, adding a Second Vice-President and the Editor of "The Business Woman" to the Executive Board so that the Section will read as follows:

Section 1. Officers and Executive Board. The officers of this Club shall be a President, a First and Second Vice-President, a Secretary, a Treasurer, an Auditor, and four Directors. They shall be elected by ballot at the annual meeting and shall serve for one year and until their successors are elected, provided the four Directors shall serve two years, two being elected each year. The officers of the Club, together with the Chairman of the Standing Committees and the Editor of "The Business Woman," shall constitute an Executive Board. The first President, who is Honorary President, shall be a member of the Executive Board with the privilege of a vote.

This necessitates adding another section to Article V, giving the duties of the Second Vice-President, and changes the number of the sections in that article, so that

ARTICLE V, Section 3, would be as follows:

Section 3. The Second Vice-President shall act when it is impossible for the First Vice-President to carry out her duties and shall perform such offices as shall be delegated to her by the Executive Board.

ESTELLE V. WALKER,
Secretary.

Dec. 3, 1926.

CLUB NOTES

By CAROLINE BACHICH

Ethel Maxwell has been confined to her home with a heavy cold.

Seventeen of our members attended the luncheon of the Down Town Association at the opening of the Mark Hopkins Hotel last Thursday.

We are pleased to learn that Harriet R. McDonald has come up from the South and plans to remain with us until after Christmas.

A matter in which several of our Club members are interested is a concert which is to be given at the Burlingame Women's Club House. It is given by Mrs. Florence Drake Le Roy, assisted by Miss Coolidge, and is for the benefit of the building fund of the North Burlingame Community Club, of which Mrs. Sophie Whipple Roost is Vice-President. The concert will be this week, Friday evening, December 10th. The tickets are 50 cents, and any of our members who wish to attend will be very cordially welcomed.

CHRISTMAS!

We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

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BOOK CHATS

By Ethel L. Maxwell

"Her Mother's Daughter," by Nalbro Bartley, is the story of the growth and development of a thoroughly selfish and egotistical daughter and of an immigrant Swiss mother who makes a large fortune in a cake bakery. Min Beaumont, the mother, belongs to that large and growing class in the Eastern States which Miss Bartley calls "new Americans," who, having been denied decent, comfortable ways of living and even common necessities in the old country, and making much money through self-denial and the doing of one thing better than other people, ruin their children with indulgence and luxury. The author has tried to present a sharp contrast in the ideals and standards of gentle folk like Miss Duff-Porter, whose ancestors have been American for several generations, and the lack of taste and breeding in poor Min Beaumont. It is rather unconvincing, however, and the various characters in the story, even Gloria, the beautiful daughter, and Tag, the husband, somewhat unreal. The story ends "happily," and will pass an evening if you didn't get Dorothy Fisher or Willa Cather or William J. Locke, who is happily and typically Lockian in "Perella," a pleasing story laid mainly in Florence, with three or four of Locke's charmingly well-bred Englishmen, a lovely American lady and Perella, the daughter of an English newspaperman and an Italian mother, little and thin and dark and neglected, pathetically copying Madonnas in the great Florentine galleries, and living cheaply and unobtrusively in a pension with trippers, both English and American. Along comes a delightful young Englishman, also an artist, with whom Perella promptly falls in love, hard. But why spoil Locke by giving a poor outline of an entertaining story? If you like him, why, here's "Perella."

DRAMATIC SECTION

The Dramatic Section will hold its next meeting at the Club Rooms on Wednesday evening, December 15th, at 7:30. It is planned to read "Pygmalion." Bring books if possible.

Janice Waterman.

BLAME THE BUILDER

In a certain suburb there is a cottage, the door of which must be raised a little to be opened, and for this purpose a hatchet is generally used. One night a knock came at the door and a youngster was sent to see who was there.

"Who is it?" inquired the boy.

"It's me," said a voice outside.

The boy, recognizing the voice, shouted back: "It's Mrs. Murphy. Get the hatchet."

Mrs. Murphy didn't wait.

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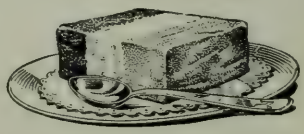
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SPECIAL COLLECTIONS

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San Francisco Business and Professional Women's Club

Vol. 3 DECEMBER 18, 1926 No. 50

Weekly *Program*

DINNER

TIME—December 21, 1926, at 6:15 P. M.
PLACE—Bib and Tucker Tea Room, 334 Sutter Street.
PRICE—$1.10.
SPEAKER—Mrs. Florence Drake Le Roy.
SUBJECT—The Origin of Christmas Carols.

There will be appropriate Christmas music and singing of well-loved Christmas carols.

RECEPTION TO NEW MEMBERS

The President requests all new members to come and let us know you.
Special Meeting for revision of By-Laws.
Please make your reservations early at the Club Rooms—Kearny 3416.

FRIENDS

Have you a friend, and do you count him true?
How much to him, then, is your friendship worth?
And would you share his poverty and grief
As quickly as his fortune and his mirth?

Do you, his friend, accept him as he is
And try to make his kindly deeds outweigh
His human faults and then obliterate
The petty things that he may do or say?

When something rose that threatened to defile
Your friendship, did you calmly wait the day
When he might come, unquestioned, and explain
The shadow of a barrier away?

And when he was defamed for this or that,
You proved yourself by trying to defend
The action that you did not understand,
And did it just because he was your friend?

If you have stood the acid test of friends
And still retain a friendship that endures—
Be my friend, too—and I shall try to give
A loyalty to you as great as yours.

EDITH CHERRINGTON.

Magna, Utah.

U. C. LAW LIBRARIAN HONORED BY ASSOCIATION

Miss Rosamund Parma, lecturer in legal bibliography and Librarian of the Law Library of the University of California School of Jurisprudence, has just been honored by election to membership on the executive committee of the American Association of Law Librarians. The election took place at the twenty-first annual meeting held recently in Atlantic City.

When word was received at the University of Miss Parma's election, Dean O. K. MacMurray of the School of Jurisprudence said:

"This honor is a recognition of Miss Parma's fine work in library science and legal bibliography. During her occupancy of her present position in Boalt Hall, the library has grown from 8000 to nearly 38,000 volumes. She is recognized throughout the country as an authority on legal literature. At a recent meeting of the society held in Seattle, she read a paper on the Law Libraries of California which attracted much comment as a thorough and exhaustive treatment of the subject."—*U. C. Clip Sheet.*

THE LE ROY-COOLIDGE CONCERT AT BURLINGAME

It may have seemed quite a distance to go, and that is presumably the reason why more of the Club members did not avail themselves of the opportunity to hear and see these two of our musicians in concert; nevertheless the Club was represented, and those who attended felt they were well repaid.

Miss Coolidge had a number of her small pupils who showed what they could do after having been under her instruction from one to six months. She told of her work in an easy, conversational way, and from the start had the attention and interest of her audience. It was easy to see why it is that the children love their work, and why they played their little pieces with such keen enjoyment.

Mrs. Le Roy sang a number of selections as varied in their character and style as only a singer of her ability could do. Her songs were English, French and Italian; dramatic, lyric and the simpler ballad form; a thoroughly enjoyable program, and each selection rendered with true artistic finish.

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CHRISTMAS SHOPPING

"Christmas just a week away,"
Busy Mabel said.
"Half my shopping not yet done—
Won't be, I'm afraid.
Bessie, Mary, Peg, Sue, Em,
Frances, Kate and Joe,
Not a thing for one of them.
For gifts where shall I go?"

Thus she said to her good friend,
Thrifty Lilian,
Who replied, "Your wailing end,
Quick as e'er you can.
I will tell you just the place
To get gifts for each.
Anna Hunt has things for all.
Her store is a peach.

"Stockings, garters, undies, caps,
Handkerchiefs and frills,
Powder puffs, the sweetest things,
Novelties with thrills.
Her store's open every night
Until Christmas Day,
On Post Street, four ninety-four,
You can't miss the way."

Quickly Mabel seized her hat,
Eagerly she ran,
Found things just as had been told
Her by Lilian,
Lingerie she bought for Kate,
Gloves and hose for Sue,
Pretty mules for dainty Bess,
A camisole for Joe.

Something found for everyone;
When she'd bought for all,
Smiled and said to Lilian,
"I'm not tired at all.
Shopping here is pure delight,
It's no task, it's fun.
Wish I'd known it earlier.
Let's tell everyone."

—Advt.

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HO FOR TRUCKEE!

If you are planning a trip into the snow country this winter, wait and go with us. We are going to have an outing of our own the early part of February, so make your plans to go with us.

THE EVENTS COMMITTEE.

THE RECEPTION COMMITTEE WILL RECEIVE

On the last Thursday evening of the year, December 30, the Reception Committee as a whole will entertain at the Club Rooms. Be sure to save this date.

MEETINGS PAST AND TO COME

Quite a surprising insight was obtained at the last business meeting in regard to the literary tastes of the various members present. President Lord had requested that each member respond to the roll call with a quotation from her favorite author. The quotations were as varied as the members who quoted, and ranged all the way from grave to gay—from sublime to ridiculous.

The dinner on December 21st will be, as was stated last week, a pre-Christmas meeting, and Mrs. Le Roy will tell us about Christmas carols. In addition to this it will be a reception to new members, and we particularly urge all new members to be sure to be present. We want to have a chance to make their acquaintance, and this will be an excellent opportunity for old and new members to get together and know one another.

The proposed amendments to the By-Laws, mentioned in our issue of last week, will be voted on at this meeting.

December 28th will be a luncheon meeting, and we shall be told something of chemistry and some of the famous chemists of the world. Varied as our programs have been, this is, we believe, the first time we have had a speaker on this subject. Mrs. Florence Fabre-Rajotte has a thorough knowledge of this very important science, and will give us a very interesting talk.

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CLUB NOTES

CAROLINE BACHICH

Dr. Susan H. Hamilton has a very badly burned right arm, but is able to be at her office.

Mrs. Cora Harvey is confined to her home at 258 Fifteenth Avenue with an infected foot. She will be at home for several weeks yet and would be glad to see any Club members who have an opportunity to call.

Mrs. Harriet Blockburger was struck by a street car, but is able to be at work.

Mrs. Wiltsie has just returned from a visit in the East.

We were glad to meet two new members at dinner last Tuesday, Miss Bryan, attorney, and Miss Brown with John Breuner Co.

BOOK CHATS

By ETHEL L. MAXWELL

To balance all the fairy stories, let us consider two books that come under another listing, but are just as entertaining. (Don't read this, if you have read the books, as they have both been published for some months, an eon in this day of reading next month's magazines last month.) Paul de Kruif (who helped Lewis with the technical and medical "stuff" in "Arrowsmith") has written a delightful account of microscopists and the pursuers of bugs in "Microbe Hunters." Even if you do not care to read the whole book, the attention of the members is directed to the two chapters toward the end dealing with Doctor Walter Reed and the splendid American boys who were the martyrs in the successful campaign against yellow fever in 1898. A postscript to Doctor de Kruif's bitter indictment is an item in the newspapers in August that one of these men has just now, after twenty-eight years, been granted by Congress a pension of $100 a month for the rest of his life, having suffered physical disabilities ever since he had volunteered for the yellow fever tests in Havana! Read these chapters; they will make you feel so proud and happy over the "statesmen" we send to Congress.

LAST WORD

An Irishman was sitting in a depot smoking, when a woman came in and, sitting down near him, said:

"Sir, if you were a gentleman you would not smoke here."

"Mum," replied the Irishman, "if you wuz a lady you would sit farther away."

Pretty soon the woman burst out again: "If you were my husband I'd give you poison."

"Well, mum," replied the Irishman as he smoked away at his pipe, "if you wuz my wife, I'd take it."

A GOOD MEMORY

"Where is the car?" demanded Mrs. Duke Fowles.

"Dear me," exclaimed Duke. "Did I take the car out this morning?"

"You certainly did. You drove it to town."

"How odd. I remember now that after I got out I turned around to thank the man who gave me the lift, and wondered where he had gone."

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SPECIAL COLLECTIONS

The Business Woman

Official Publication
San Francisco Business and Professional Women's Club

Vol. 3 DECEMBER 25, 1926 No. 51

Weekly *Program*

LUNCHEON

TIME—December 28, 1926.

PLACE—Hotel Somerton, 440 Geary Street.

PRICE—Seventy Cents.

SPEAKER — Mrs. Florence Fabre-Rajotte, Pharmaceutical Chemist and Bacteriologist..

SUBJECT—Chemistry and the Famous Chemists of the World.

Please make your reservations early at the Club Rooms—Kearny 3416.

The Yuletide Season again brings its message. May the Members of the *Business and Professional Women's Club of San Francisco* have an ever increasing appreciation of its meaning, and let us keep the Christmas spirit of goodwill throughout the coming year, bringing added usefulness and enriched friendships.

A Merry Christmas and Happy New Year to All Members.

IDA J. LORD, President

The Business Woman

Published Weekly, 447 Sutter Street

San Francisco *Telephone, Kearny* 3416

Subscription rate.....$1.00 per year
Single copies..... .05

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A MERRY CHRISTMAS AND
A HAPPY NEW YEAR
To you, all
MATILDA J. SCHIMPF
Better known as "Tillie the Toiler"
and Chairman of Sunshine Committee

THE LUNCHEON OF DECEMBER 14th

The luncheon of Tuesday, December 14th, brought out an unusually large number of our members and guests, who were anxious to hear our speaker, Mrs. James Hamilton Morton, on "The Rehabilitation of the Woman Who Has Paid Her Debt to Society."

Mrs. Morton is deeply interested in women's work and women's welfare. She has just returned from Europe, having attended the Women's Congress held in Paris a few months ago. For many years she has given unselfishly of her time and thought to the poor unfortunate women who for one reason or another are sentenced to serve a period of time in San Quentin. When she first went over there, these women had nothing to occupy their time, and spent most of it wrangling and quarreling. Through her efforts she succeeded in getting them to do needlework, and after bringing them the materials and teaching them how, she sold their finished articles, turning the money over to the warden to be kept for them until their release, so that in many cases the more industrious ones have quite a tidy sum saved, when this time comes.

The women are very appreciative of this work and are in a much happier mood than they were formerly. Mrs. Morton brought with her quite a few articles of needlework to show what splendid work these women do. Deep interest in disposing of the same brought out a discussion of starting a co-operative business for women.

She told of the splendid new women's building now being erected at San Quentin. It will soon be in operation, and vocational work is to be done there. Another step forward!

One more interesting feature of Mrs. Morton's talk was about Slaten Farm in Pennsylvania. This is for delinquent young women. Many photos of the girls both at work and at play were shown.

It was a most instructive meeting, and we are very thankful to Mrs. Morton for coming to us.

JOHANNA E. HEIM.

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CLUB NOTES

CAROLINE BACHICH

Merry Christmas, Everyone.

We had the pleasure of having Miss Owens, President, and Miss Haas, Vice-President, of the Visalia Club with us for luncheon last Tuesday. Miss Owens is to be married very soon, and will go to Texas to live. However, she intends to come to the Convention in San Francisco next year, and the Convention in Visalia in 1928.

Mrs. Clotilda Gabriel went to Los Angeles last week to attend the quarterly meeting of the State Federation. While there she was the guest of Mrs. Margaret D. Yale, President.

Carolyn Nelson returned from Europe the latter part of November.

Miss Helene Mahlum has gone to Honolulu, where she expects to live permanently.

CIVIC SECTION

Owing to the Christmas rush, there will be no meeting of the Civic Section next Monday evening. It will resume activity the fourth Monday in January, at which time all interested Club members are invited to attend.

WINIFRED KERR.

OUR THURSDAY EVENING AT HOME

Silent night, peaceful night!
All things sleep, shepherds keep
Watch on Bethlehem's silent hill,
And unseen, while all is still,
Angels watch above.
—*German folksong.*

Won't you come down to Club next Thursday evening, December 30, and, with us, sing songs of Noel?

The Reception Committee, as previously announced, is in charge of this evening. It will be the last At Home for 1926, and so especial plans have been made for your entertainment. The evening will be along the same lines as other Thursdays throughout the year — an informal gathering of members; save that being Christmastide, the program will be a bit more elaborate.

In addition to their personal Christmas shopping, the members of the Reception Committee have very diligently gone about idea shopping. They have been most successful judging from the reports they have brought to committee meetings.

Now, the spirit of Christmastide is, "Not to be opened until Xmas." And the Reception Committee have therefore decided to store away the results of their shopping. Their ideas have all been attractively wrapped and tied with the bright-hued ribbons of expectation. And when presented to you December 30, you may be sure your realization will exceed your anticipations.

However, I am permitted to tell you one thing (sort o' letting you peep through the keyhole, as it

CHRISTMAS!

We extend to you a cordial invitation to join the Bank of Italy Christmas Club.

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Garfield 951
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Between Post and Sutter Streets

were)—there is going to be a Christmas tree and—well, other nice things that make a jolly Christmas. We want you to help us make everybody happy.

Until we have the pleasure of personally greeting you, may we wish you all a Joyful Christmas, whose brightness will extend into every day of the coming New Year!

MAY F. RILEY,
For the Reception Committee.

U. C. ARTIST REVIVES OLD PAINTING METHOD

What is believed to be one of the first large wall paintings on the Pacific Coast done by the "encaustic" method originated by the ancient Greeks, 2000 years or more ago, has just been completed by Associate Professor Ray Boynton of the art department of the University of California, on the wall of the dining room of the new Mark Hopkins Hotel in San Francisco.

The "encaustic" method is particularly well adapted to wall painting, Professor Boynton declares, because of its lasting character. It is better than the Italian fresco method in this respect. The encaustic painting is applied on top of a coat of gum which protects it from dampness and which forms a permanent union with the material of the wall itself, and then the colors are melted and burned into the gum with a blow torch. It is difficult to apply, but once on, is there to stay.

Commenting on work done by this method in Mexico, by Diego Rivera, he said: "I have no doubt that much of Rivera's strength has resulted from his working on the wall itself. Encaustic is particularly desirable for outside walls. Some of those done by Rivera could not be removed without the aid of a cold chisel."

DRAMATIC SECTION

The Dramatic Section will not hold its usual meeting next week. The next meeting will be on Tuesday, January 11th, of which more anon.

Janice Waterman

DR. GROSS HAS ACCIDENT

As we go to press we learn that Dr. Alice M. Gross has broken her foot. She is with her sister, Dr. Haskell, 1442 Fulton St., and would be glad to receive calls from Club members.

A DISTINCTION WITHOUT A DIFFERENCE

"Of course," said the bachelor girl, "I am lonely, but I am afraid marriage would be out of the frying-pan into the fire."

"It is more likely," answered Miss Cayenne, "to be out of the chafing-dish into the gas stove."
—Washington *Star*.

HIS BOSS WAS AN OPPORTUNIST

Foreman: "Now, Murphy, what about carrying some more bricks?"

Murphy: "I ain't feeling well, guv'nor. I'm trembling all over."

Foreman: "Well, then, get busy with the sieve."
—*Progressive Grocer*.

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Vol. 3 JANUARY 1, 1927 No. 52

Weekly *Program*

DINNER

TIME—January 4, 1927.

PLACE—Bib and Tucker Tea Room, 334 Sutter Street.

PRICE—$1.10.

BUSINESS MEETING—FOR MEMBERS ONLY

NOMINATION OF OFFICERS FOR ENSUING YEAR

Please make your reservations early at the Club Rooms—Kearny 3416.

SUCCESS

It's little the difference where you arrive;
The serious question is how you strive.

Are you up to your eyes in a wild romance?
Does your lady lead you a dallying dance?
Do you question if love be fate, or chance?
O, the world will ask, "Did he get the girl?"
Though gentleman, coxcomb, clown or churl,
Master or menial of passion's whirl?
But it isn't that. The world will run
Though you never bequeath it daughter or son.
But what, O lover, will come to you
If you be not chivalrous, honest, true?
As far ahead as a man may think,
You can see your little soul shrivel and shrink.
It's not, Do you win?
It's what you have been.

Are you stripped for the world-old, world-wide race
For the metal which shines like the sun's own face
Till it dazzles us blind to the mean and base?
Do you say to yourself, "When I have my hoard,
I will give of the plenty of which I have stored;
If the Lord bless me, I will bless the Lord"?
And do you forget as you pile your pelf
What is the gift you are giving yourself?
Though your mountain of gold may dazzle the day,
Can you climb its height with your feet of clay?
O, it isn't the stamp on the metal you win;
It's the stamp on the metal you coin within.
It's not what you give:
It's what do you live?

Are you going to sail to the polar seas,
To the point of ninety and north degrees,
Where the very words in your larynx freeze?
Well, the mob may ask, "Did he reach the pole?"
Through fair or foul did he reach the goal?
But if that be the spirit which stirs your soul,
Off, off from the land below the zeroes,
For you are not of the stuff of heroes.
Ho! many a man can lead men forth,
To the fearsome end of the Farthest North,
But can you be faithful for woe or weal
In a land where nothing but self is leal?
O, it isn't "How far?"
But it's what you are.

And it isn't your lookout where you arrive;
But it's up to you as to how you strive.

—E. V. Cooke, "Impertinent Poems."

GEM OF THOUGHT

We are all fools until we know
That in the common plan
Nothing is worth the making
If it does not make the man.
Why build these temples glorious
If man unbuilded goes?
We build the world in vain
Unless the builder grows.

—*Elbert Hubbard.*

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HOW WE CALIFORNIANS LOVE ONE ANOTHER

He had lived in Los Angeles and he died and went—well, he went further than Los Angeles is from San Francisco, and after three days without seeing a soul he was dying again—to talk about Los Angeles.

And he met a chap—or what had been one—and he began:

"This place is all right, but it has been over-advertised. The fact is, in my opinion, heaven is mighty little better than Los Angeles."

"My dear fellow," said the other, "you aren't in heaven!"

POSITION WANTED

Capable, experienced secretary wishes position requiring initiative and responsibility.

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THE DINNER OF DECEMBER 21st

It was a dissertation on Christmas carols by Mrs. Le Roy, after which the Glee Club sang several of them, a reception to new members, and a little bit of a business meeting, all combined in one. And what a good time we all had!

All who have joined the Club within a year were considered new members, and at every table where such a member was sitting, there was placed a member of longer standing who introduced the new member at roll call. All the past presidents being in attendance, they were asked to address the new members, which they did.

Never were new members more warmly welcomed or made to feel more perfectly that they were at home; that the Club is theirs just as much as though they had belonged for years. Indeed, some of them who have been in the Club a few months had quite forgotten that they were not of as long standing as any.

That is one of the purposes of our Club: "To promote close and helpful friendships among them." That is one of the ways in which we have made great progress. There may have been a time when new members did not readily become acquainted after joining our Club; but if there ever was such a time, it is not so now.

WOMEN HAVE A PART IN ST. JOHN'S CATHEDRAL

The following item clipped from the San Francisco *Bulletin* of December 28, is of special interest to our readers, inasmuch as the very beautiful idea was conceived by one woman and carried out by many:

"Rare lace heirlooms of many women of social prominence today form a prized altar cloth of the cathedral of St. John the Divine.

"The cloth, in the form of a mosaic, and comprising more than 100 pieces of rare and antique lace, was presented to the church by the diocesan auxiliary and dedicated yesterday by Bishop William T. Manning.

"Every kind of hand lace, many hundreds of years old, is in the cloth. Parts of it had been taken from wedding gowns, veils and handkerchiefs, christening caps and gowns, and even the flounces of bridal garments. The various pieces were sewed together with a thread obtained specially from France, known as Coeur de Line (heart of linen), and which has not been manufactured since the war.

"The cloth is 12 feet 9 inches long and 2 feet 4 inches wide, and is valued at more than $100,000. The idea mas conceived by Miss Eloise Zallio, an expert in laces."

Elizabeth Witwer Vera G. Kirkpatrick
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BON VOYAGE TO MISS GRUNSKY

A luncheon in honor of Miss Clotilde Grunsky, who is soon to leave us for a few months, is to be given in the National Defenders Room of the Women's City Club, Monday, January 3rd, at 12:15. Price, $1.25. Reservations may be made with Mrs. Burlingame, Kearny 3416, and should all be in not later than December 31st.

Of course every Club member who can possibly do so will attend this luncheon, so be sure to make your reservation and make it early, for if you come without one you may be told that there is no more room.

CLUB NOTES

CAROLINE BACHICH

By being with us for the first time in many weeks, Margaret "Mary" Morgan made our Christmas Dinner last Tuesday a really "Merry" one.

We were also glad to see Miss Lillian Wendemuth, who has been absent from the circle for a long time.

Miss Clotilde Grunsky is leaving in January for a six months' visit in Southern Europe.

Dr. Susan Harris Hamilton spent the holidays in Eureka.

Miss Lydia Floan spent Christmas in Los Angeles.

Miss Alice Jones is confined to her home with a heavy cold.

A WHITE CHRISTMAS

Not many of us this year experienced a white Christmas, but that is the story Callie Bachich had to tell when she returned from Tuolumne County, where she spent her holiday. She told of throwing snowballs, washing the faces of her little playmates with snow, and other sports common in snow countries. Her story made us look forward with keener interest to the trip we are all going to take a little later to Truckee, where there will be abundance of snow for similar uses.

OUR THURSDAY EVENINGS AT HOME

Last Thursday evening, being given up to the preparation of Christmas baskets and packages, the regular reception was abandoned.

On January 6, 1927, the first Thursday in the new year, come up to the Club Rooms and we will talk over what new resolutions we have made. Also the evening will be spent in playing cards.

ISABELLE E. BANZ.

CHRISTMAS!

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NOW AND THEN

How many of us remember the time when our Club paper was called *Now and Then?* Miss Palmer and Miss Clements were the editors, Mrs. Lapachet was advertising manager, and Miss Morgan was our Club President.

In going through some papers, I found a copy of *Now and Then* dated August, 1920, on the last page of which appears something which is well worth reprinting. No name is signed to it, and so we do not know to whom it should be credited. It reads as follows:

BUSINESS WOMEN'S CREED

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends see that there is something in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best, and to expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to criticise others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

To think well of yourself and to proclaim this fact to the world, not in loud words, but in great deeds.

To live in the faith that the whole world is on your side so long as you are true to the best that is in you.

BUSINESS IS SERVICE

Business is a service, and success in business depends on the ability to serve.—*Sir Ernest Benn.*

A FAVORITE SAYING OF PRESIDENT LORD'S MOTHER

Today is the tomorrow you worried about yesterday.

HIS OLD CLOTHES

A man was asked, "What do you do with your old clothes?" "I fold them carefully up at night and place them on a chair. Then I put them on in the morning," he replied.—*Lord Dewar.*

A GIRL WORTH WHILE

Any girl can be gay in a nice coupe;
In a taxi they all can be jolly;
But the girl worth while is the girl who can smile
When you are taking her home in a trolley.

PAGE MR. FREUD

"Yes," said the tall man, "I have had many disappointments, but none stands out like the one that came to me when I was a boy."

"Some terrible shock that fixed itself indelibly in your memory, I suppose."

"Exactly," said the tall man. "I had crawled under a tent to see a circus, and I discovered it was a revival meeting."—Boston *Transcript.*

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